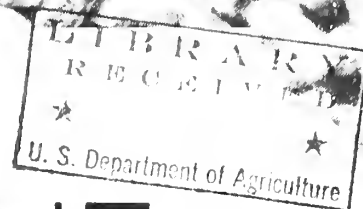


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COKER'S MAGAZINE CATALOG



SPRING

*COKER'S
PEDIGREED
SEED*

BLOOD
WILL TELL

1931

A MAGAZINE-CATALOG FOR SOUTHERN FARMERS

Your Best Insurance of Maximum Crop Out-Turn

Is By Planting Your Crop With

COKER'S

PEDIGREED

SEEDS

Bred to Pedigree by the
**SOUTH'S FOREMOST SEED BREEDING
ORGANIZATION**

For Twenty-Eight Years
DAVID R. COKER

and his large staff of scientific plant breeders have devoted
themselves to the improvement of Southern staple crops
through scientific plant breeding and experiments.

THEIR ACCOMPLISHMENTS ARE YOURS

You receive the full value of their years of seed and crop im-
provement in every bag of seed you obtain from

COKER'S PEDIGREED SEED COMPANY

David R. Coker, President
HARTSVILLE, S. C.

ORDER

COKER'S PEDIGREED SEED COMPANY

OPERATING THE PEDIGREED SEED BREEDING AND EXPERIMENTAL FARMS

DAVID R. COKER, President

HARTSVILLE, S. C.

Date_____193_____
Ship the following seed to
NAME_____
POST OFFICE_____ STATE_____
R. F. D. No._____ Express or Freight Office_____
Shall we ship by freight, express or parcel post?_____
If by freight, what road shall we ship over?_____
(If By Parcel Post or Charges Prepaid, Add Sufficient Amount to Cover)

AMOUNT ENCLOSED
P. O. Order \$_____
Express Order _____
Check _____
Cash _____
Stamps _____
Total \$_____

TERMS: Cash with order or sight draft with Bill of Lading attached

QUANTITY	KIND OF SEED WANTED	@	AMOUNT

PLEASE FILL OUT BACK SIDE OF THIS SHEET
METHOD OF PAYMENT: Use P. O. or Express Money Order or Check. Below is a bank check which may be used. Fill in amount, name and address of your bank, and sign. Send amounts of one dollar and less in stamps.

No._____ Date_____193_____
TOWN
PAY TO THE ORDER OF COKER'S PEDIGREED SEED COMPANY \$_____
HARTSVILLE, S. C.

DOLLARS
TO _____
NAME OF BANK

ADDRESS OF BANK
Signed_____

PLEASE FILL OUT THE BLANKS BELOW

Coker's Pedigreed Seed Company,
Hartsville, S. C.

Dear Sirs: I think the following planters would appreciate the high grade seed you are breeding, and I would suggest your sending them circulars and literature.

NAMES

ADDRESSES

(Signed).....

From.....

.....

.....

PUT
STAMP
HERE

COKER'S PEDIGREED SEED COMPANY

THE SOUTH'S FOREMOST SEED BREEDERS

DAVID R. COKER, President

HARTSVILLE, S. C.



Our trade mark stands for
the nearest approach to
perfection that can be at-
tained in seed quality.

Coker's Magazine Catalog

Published By

COKER'S PEDIGREED SEED CO., HARTSVILLE, S. C.

David R. Coker, President

SPRING—1931

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COKER'S PEDIGREED SEED CO.

HARTSVILLE, S. C.
"THE SOUTH'S FOREMOST SEED BREEDERS"



***Will It Be
The Same Old Story?
Optimism and High Hopes
At PLANTING Time—
Disappointment and Failure
At HARVEST Time***

Why not face the facts? A CROP CAN BE NO BETTER THAN THE SEED! No matter how well you cultivate or fertilize your crop—No matter how good your land or how hard you work—You cannot obtain most profitable results unless you plant good seed.

COKER'S PEDIGREED SEEDS

are bred for maximum production of highest quality products. They are the best that scientific plant breeding has been able to produce. They cost but little more than ordinary seed—but the difference in seed may mean the difference in the crop of

PROFIT OR LOSS



What is the Matter With Southern Agriculture?

By David R. Coker



We buy one billion dollars worth of food stuffs from outside the South. We should raise most of it.

We borrowed too much money when the borrowing was good. We got fifty cent dollars and are now trying to pay the debt with hundred cent dollars.

We depend too largely on cotton and tobacco—six months' crops—and are idle too much of the time.

We do not usually produce the best quality and maximum quantity per acre in our money crops.

We do too little rotation.

We need to develop the live stock industry and build up our soils with legumes, pastures and animal manures.

We need to quit planting many millions of acres of our poorest lands and put them back into forests.

We need to learn more of the new and proved facts of scientific agriculture and demonstrate them more widely.

We depend too largely on the negro.

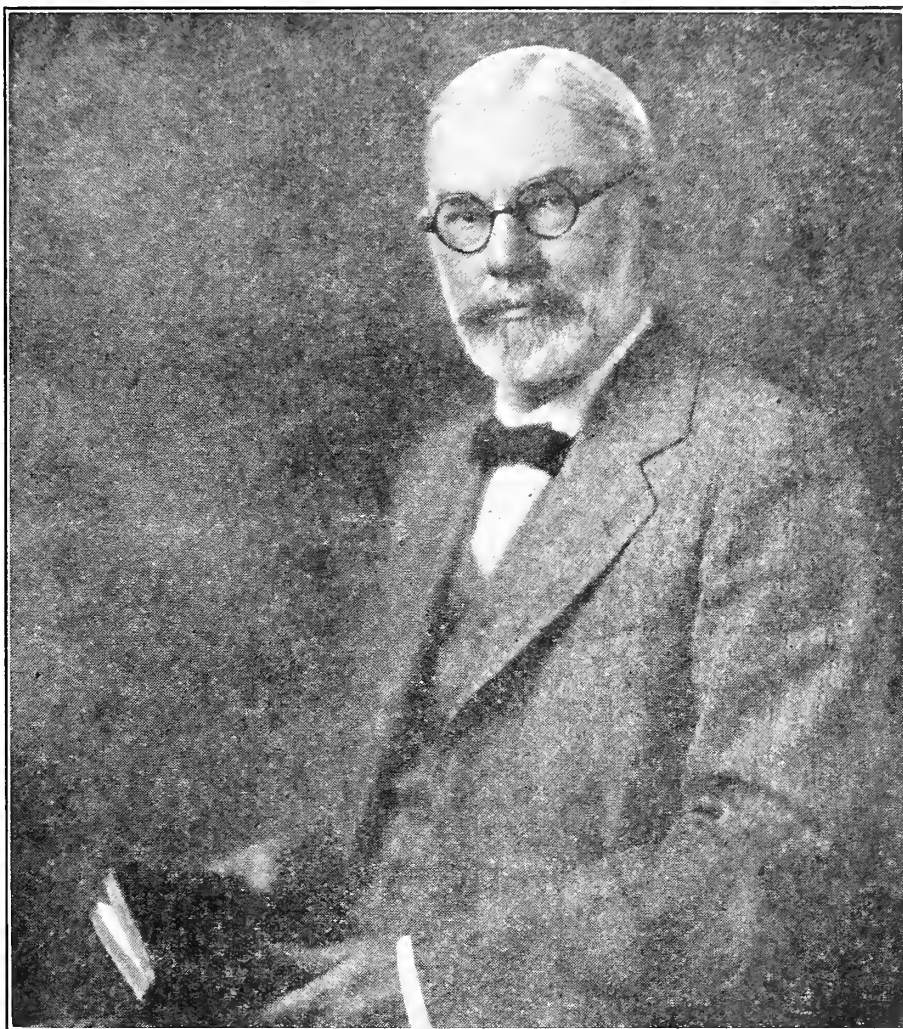
The "balance of trade" is against us.

We need to buy fewer luxuries and produce more necessities until we have reestablished a favorable balance.

Thousands of banks have had to close and land values have almost disappeared in some sections because we have sent out, largely for luxuries and food, more money than we have received for our products. Injudicious foreclosures of land have aggravated the situation.

On good, properly handled soil, using well bred seed and correct methods of cultivation and fertilization, hundreds of farmers are making from one to two bales of excellent cotton per acre. (Mr. E. D. Hughes of Kosciusko, Miss., wrote us that he produced this season three bales, weighing 498 pounds, 512 pounds and 500 pounds, or a total of 1510 pounds on one acre using a pedigreed strain of cotton.)

By using Extension Service meth-



DAVID R. COKER

Founder and President of Coker's Pedigreed Seed Company

ods, yields of 300 to 500 bushels of sweet potatoes, one of the world's most valuable foods, are now often raised in this section.

Pigs can be made to weigh 200 pounds to 300 pounds at six months of age by feeding a balanced ration, including corn and tankage or fish meal, with grazing on rape and rye in the winter and soy beans in the summer.

It is not difficult to produce from 15 tons to 20 tons of corn silage per acre (we have averaged over 18 tons during the past three years).

It is not hard to raise 500 bushels of turnips per acre, a useful and palatable food for man and beast (we produced 780.4 bushels on one

acre this year not counting over 15 tons of tops).

Scrub seed, scrub live stock and scrub methods are largely what have brought many southern farmers into their desperate situation.

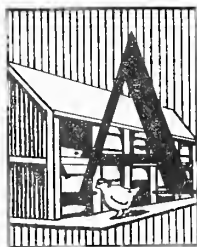
Clear thinking and courageous action are needed to redeem our splendid country.

We must devise ways and means to put our sound, industrious farmers back on the land under conditions of financing and instruction which will allow them to have fuel and shelter, to produce their basic food and feed crops, with some money surplus for other essentials. But, that is too big a proposition for me to attack here.

Is Permanent Systematic Seed Improvement Essential to Agricultural Success?

The Farmer Should Profit From The Experience Of Live Stock Breeders

By David R. Coker



POULTRY raiser who trap nests his hens discovers one which has a record of two hundred and fifty eggs per annum. That is a fine record. The

poultry raiser hatches all the eggs from this hen for his general flock: But he does not stop there for he knows he must develop other and, if possible, better mother hens if he is to keep up and increase the yield of his flock. So he trap-nests the pullets of the two hundred and fifty egg hen and probably finds one which will run two hundred and sixty eggs. He repeats the process with the pullets from that hen and with other extra fine hens as they are discovered, and so continues year by year to maintain at a high figure his average flock. People will pay him \$10.00 to \$20.00 for cockerels, and several dollars per dozen for eggs from this flock because he does continuous, scientific and systematic breeding which maintains and improves the productiveness of his flock.

If the poultry breeder should stop his system for discovering and breeding from his highest yielding hens, his flock would show deterioration in a very short time, and his reputation for the best breeding stock would promptly disappear.

The average farmer needs to learn this lesson, which every up-to-date live stock producer knows by heart. No animal breeder would purchase a few pedigreed high record animals, turn them out to breed promiscuously and expect to build up a uniform high producing flock or herd. He would adopt as essential to success, a system of testing and selecting from their records a few animals in each generation for breeding pur-

poses and would thus advance the quality of his herd.

The average grower of cotton and other plants, on the other hand, has not learned this lesson. He may buy a few bushels of the very best pedigreed seed and, if he is pleased with results, he will plant the seed from these and will often continue to do this year after year until the law of variation (which applies equally to both plants and animals) and accidental mixing (which often occurs at gins and threshers) has

"IT IS revealed to me more clearly each year how great is the economic importance to the Southern States of the scientific plant breeding which you have been doing for more than a quarter of a century. From a personal standpoint, I feel that certain Pedigreed seeds—developed by your Company and which are used as standards on my farms—are really the underpinning of our present success It is an outstanding advantage to the South to have a firm of your qualifications continually occupied with improving the qualities and keeping up the standards of seed Because of the splendid results obtained, I shall continue to use and it will be a pleasure to recommend your Pedigreed seed."

HUGH MacRAE,
Wilmington, N. C.

destroyed the uniformity and value of his strain.

It is strange that the average grower of plants is so far behind the average poultryman and other animal growers in his understanding and use of this essential means of making profits. The animal grower has to pay many dollars, sometimes thousands of dollars, for a single individual of proved breeding worth. On the other hand, the grower of plants can continuously reflect into production on his farm the best and most recent work of the plant breed-

er for about 10c per acre. He can do this by purchasing each year seed of the plant breeders latest and most improved strain for a small proportion of his acreage, and on this acreage grow the seed for his general crop the following year. My experience indicates that by this simple and inexpensive method, if religiously followed year by year, the money value of the products of the farm can be steadily improved and will amount to not less than 10% over the more common method of occasionally buying some good seed and then allowing them to run out.

This simple and inexpensive system applies not only to the money crops, cotton and tobacco, but also to food and feed crops as well.

Of course, if a man is going to adopt this scientific method for maximum production he must be sure that his plant breeder has experience, character and scientific training, and besides, that he is doing breeding work on a large enough scale to insure constant progress.

Observations

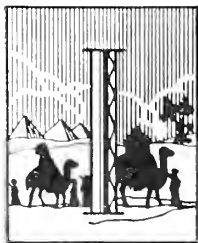
The Extension, or Farm Demonstration Services of the Southern States are doing a wonderful work and deserve greater support and appreciation from the farmers and states than they are getting.

There is no way of teaching agriculture so well as by demonstrations.

—David. R. Coker.

Our experience indicates that the continual use of seed scientifically bred by plant breeders of experience and ability who have the resources to do their work on a large scale, will increase money returns per acre by not less than ten per cent.

Hartsville—A Mecca Of Agriculture



N Southern Arabia situated in a barren valley not far from the Red Sea lies Mecca, most holy city of Islam. This city is famed the world over as the birthplace of the great prophet Mohammed, founder of the most powerful religious sect in all the East. Each year during the twelfth month of the Islamite calendar, which corresponds to mid-July with us, those devotees of the religion of Mohammed who are able physically and financially are required by law to turn their faces towards Mecca and



The Extension Forces of Georgia make a two day visit to Coker's Pedigreed Seed Farms. (Photo taken in cotton breeding plot, Sept. 25th, 1929.)



North and South Carolina County Demonstration Agents inspecting our small grain breeding work.

begin the journey to this shrine. During the summer months the roads and bypaths are crowded with these pilgrims, humbly trudging towards this most holy city of the Eastern world. Some travel singly, others in groups for the sake of companionship, but all imbued with an intense desire to learn everything possible about the life and teachings of their Messiah, the great Mohammed.

There is another town, founded fourteen hundred years after the birth of the prophet. It is situated almost directly opposite Mecca on the Earth's surface in South Eastern America on the extreme northern boundary of the Coastal Plain and the southern border of the Sand Hill belt. This modest town cannot boast of being the birthplace of the leader of a

great religious sect or of a glorious past dating back to the Crusades, but it is proud to be host each year to thousands of farmers, scientists and government experts of many countries who make that pilgrimage to this Mecca of Agriculture.

Why do they come? There is no law or religious decree that commands them to make this journey. It is because there they may find truth—Some of the "truth that will make them free". What truths are they seeking? They are seeking the knowledge that will help them solve the problem of how to make a better living.

For more than one third of a century Mr. David R. Coker has been engaged in working out solutions for the problems of agriculture



J. W. Cameron, Anson County Agent, U. B. Blalock, Vice-Pres. & Gen'l Mgr., N. C. Co-ops, and party from North Carolina.

and for most of that time has had a corps of scientific assistants. It has been due to the efforts of these men and to their success in solving many of the most pressing agricultural problems of the South East, that these

greatest and most public spirited of our cotton manufacturers, H. G. Hastings, the veteran seedsman and distinguished citizen, the Directors of Extension of several states—these are but a few of the hundreds of

nationally prominent men who have thought it worth their while to come here.

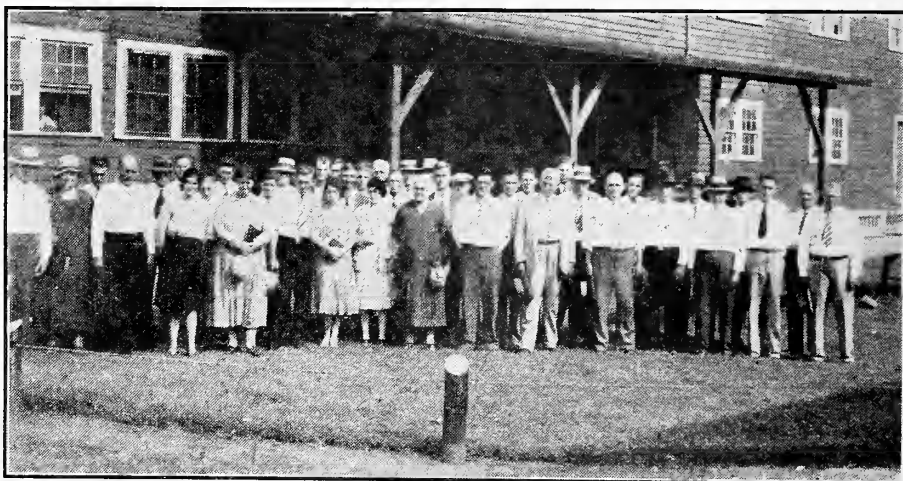
Although the work of the Coker's Pedigreed Seed Company has attracted the attention of many distinguished men; the real missionary work that they are doing is among the small farmers and croppers, whom it is necessary to convince by actual demonstration and by letting them see with their own eyes the practicability and value of scientific work. County Agricultural Agents and other Members of the Extension Forces have not been slow to realize the value of this Company as a free educational institution of great value to their farmer co-workers. Many of these Extension men are taking Mr. Coker's cordial invitation in the spirit in which it is given and each year bring parties of farmers to inspect his work and to consult our experts. Groups of this kind constitute the majority of our visitors.



Our fine Guernseys help "Future Farmers" to appreciate the best points in cattle.

thousands of visitors are annually drawn to this small South Carolina city—Hartsville.

Scientists and government experts from practically all foreign countries in which cotton is grown, have visited Hartsville for the purpose of seeing the seed breeding farms and inspecting the work of the organization directed by Mr. Coker. We remember with pride the visits of many distinguished and prominent men. Secretaries of Agriculture Houston and Jardine, Herbert Hoover, (while he was Secretary of Commerce), Thos. R. Marshall, Vice-President of the United States, J. C. Penny, the great and good merchant, Henry P. Kendall of Boston, one of the



Hot weather don't keep 'em home. Union County (N.C.) Visitors with T. J. W. Broom, County Agent.



The Boys come too—crowds of them—piloted by their County Agents and Agricultural Teachers. Cabarrus County (N. C.) Farmers and Club Boys.

Among the many scientific and practical contributions to agriculture, made by the organization founded by this outstanding Agriculturalist, undoubtedly the most important has been to prove beyond question that the results of large scale, scientific, plant-to-row seed breeding can be utilized by every farmer at a very small per acre cost and will greatly increase his yields and profits.

Coker's Pedigreed Seed Company will welcome a visit from you, whether distinguished scientist or one horse farmer. Their methods and results are an open book. This company invites you to join the great army of truth seekers who come here each year. We have no secrets.

A Word From A Great Seedsman



THROUGH many years of zealous service to Southern Agriculture, Mr. H. G. Hastings has become known throughout the length and breadth of the land as one of the South's most distinguished seedsmen. As a writer and lecturer on agricultural subjects, Mr. Hastings is recognized as an authority. As a business man, he is looked upon as a proponent of the highest ethical practices. As a public-spirited citizen, he is regarded with respect and admiration. He is founder and President of the H. G. Hastings Co., Seedsmen, of Atlanta, Ga.

Because of his long experience as a grower and seedsman, and because of his intimate knowledge of agricultural problems existing in the South today, we take particular pride in presenting below the contents of a letter written to us by Mr. Hastings on December 1, 1930.

Mr. Hastings' Letter

"We are sure that you will be interested in knowing that our firm is putting into effect a complete change in our cotton seed policy. We believe this to be an absolute necessity in helping meet the changing conditions as they effect cotton growing in the Southeastern States.

"This group of states has, year by year, been getting into less advantageous position in cotton growing largely due to the increasingly inferior quality of staple produced. It is our understanding that something like 75% of the cotton now produced in Georgia and the Carolinas is of too low grade to be used satisfactorily in the mills of these states.

"If this is correct, or anywhere near correct, it represents a rotten situation in the southeastern cotton growing industry. We must either grow better cotton and more cotton per acre in these states or else quit the cotton growing business. We cannot compete with pauper labor, India or other Asiatic sources of cotton production. We are trying to do it now with our 7/8 staple or less.

"As you know, we have been investigating your cotton breeding work by personal visits to Hartsville as well as through the use of Coker grown

seed on the Hastings' Farm here near Atlanta. We are convinced beyond a shadow of a doubt that the work being done by you and your associates along this cotton breeding line is the very best and most practical that is being done in the Southeast.

"Beginning with our 1931 annual catalog, we will (with the possible exception of Hastings' Farm grown seed) list only Coker bred and Coker grown cotton seed. We do this because we believe our customers are

entitled to have the best in cotton seed as well as other kinds of seed. If there are any better than the Coker varieties and strains we have not discovered them.

"In your work you have been performing a public service for which you will never be repaid, and in making an arrangement with your firm by which we can distribute Coker bred and grown cotton seed to our customers, we feel that we are doing them a real service."



MR. H. G. HASTINGS

The Problem of Boll Weevil Control

A Simple Inexpensive Method of Poisoning Has Been Found To Be Effective

By David R. Coker



EVERY section of the cotton belt has had the boll weevil long enough to have learned how serious a menace it is to cotton production. In a relatively narrow strip along the Northern margin of production it has only occasionally caused serious loss. In the central and lower portions of the belt from Louisiana and Arkansas eastward it regularly causes enormous losses whenever the weather is favorable for its increase and that will average at least one year out of two.

The Government formula for weevil control has remained practically unchanged for many years. It is expensive, it is dangerous because severe invasions of plant lice frequently follow its application and because legumes and some other crops will not grow on certain types of land where much calcium arsenate has been used and it is unscientific in that it does not recommend the killing of the early over-wintered weevils and the prevention of the laying and hatching of a first crop of eggs.

A great many of the farmers in the eastern belt have become confused over the clash of opinion as to weevil control and have done nothing, thus suffering enormous preventable losses.

Cheap And Effective Method

Thousands, however, have discovered and are using a method which, while not perfect, is free from the main objections of the Government formula and usually results in protection to the crop until past mid-season and the production of a fair yield per acre.

This method has the advantage of great cheapness and ease of application. It involves the use of about four gallons per acre of a mixture of 1 gallon of water, 1 gallon of black strap molasses and 1 pound of calcium arsenate. This mixture is applied to the young plants when the first squares, not larger than a

cowpea, appear. A drop or two per plant is applied with a mop which is dragged over the young plants. Two other applications are made at intervals of five to seven days. If thirty six hours of clear weather ensues after each application practically every weevil in the field will be killed. The materials for one acre usually cost 50c to 60c.

Not Fully Effective After Blooming Stage

This method is not fully effective after cotton begins blooming but the bulk of the old over-wintered weevils will have been destroyed by the three applications and the few to come out later will begin their egg laying two or three weeks later than if this treatment had not been applied. The earliest weevils hatched, therefore, will be few in number and will begin egg laying several weeks later than normally occurs.

We have found this method very effective, usually protecting our cotton until July 25th or August 1st,

or until shortly before general migration occurs.

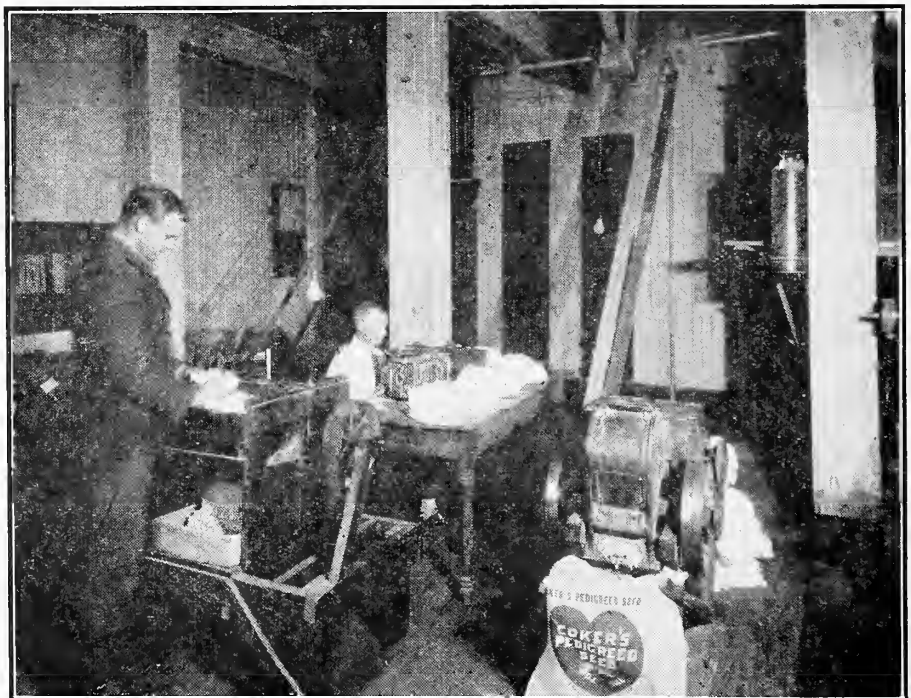
This method coupled with the use of very early maturing pedigreed varieties of seed usually results in the production on our best lands of around one bale per acre, even in bad boll weevil years.

Dust Used Sparingly

We sometimes use one or two applications of dust where the weevils begin moving about before August 1st but we have sustained such heavy losses from plant lice and so many of our fields are showing damage apparently caused from calcium arsenate poisoning that we usually dust only as a last resort and then only in very small quantities.

One of the major problems in the eastern South is the improvement both in yield and quality of the cotton crop, saving the mills and the country from the economic loss of importing a large proportion of their supplies and securing for the farmers a larger crop and better prices.

—DAVID R. COKER.



The starting point in breeding pedigreed seeds is the individual plant. The gins shown here are used principally to gin cotton from selected individual plants. Lint percentage is determined by weighing on accurate precision scales.

Vitality Essential To Good Seed

Accurately Conducted Scientific Tests Necessary To Determine True Germination Qualities

By D. R. Hopkins



MORE than one million two hundred thousand individual cotton seed will be carefully and accurately counted in the process of germination before our seed stocks this year are ready to be distributed. This requires a force of four operators in our seed testing laboratories for a period of about 90 days. The story of cotton seed germination is a long one. It includes the handling of seed from the picking stage through the ginning operation, and on into the store rooms, as well as the actual germination process.

Sun Drying

First of all, we always dry our early picked cotton by sunning two to three days before sheets are emptied. The sheets of cotton are set on boards or poles in order to allow some air space underneath,

and the cotton on each sheet is thoroughly stirred once or twice each day. This drying process is important, not only from the standpoint of preserving the vitality of the seed, but it also aids greatly in the obtaining of a good sample of lint from the gin. Our observation is that thousands of bales of cotton are damaged each year at the gins because of improper or insufficient drying of the seed cotton prior to ginning.

Every Bag Recorded

Our ginnermen are instructed to keep their machinery so adjusted that the seed will be ginned medium close which insures easy and efficient planting with any kind of cotton planter. As the seed come from the gin they pass over our specially constructed double screened graders and fall through an air blast into the bag. The seed from each bale of cotton form one unit or lot which is given a number, as the bags are sewed up and tagged to show the variety and strain of cotton. The lot number is stamped on these name tags, one



D. R. HOPKINS

In charge of our germination laboratory.

of which is placed inside of the bag, and one sewed on the outside. There is kept a permanent record of the lot numbers. This record in its complete form shows not only the lot number but the variety and strain of cotton it represents, the date the seed were ginned, where they were grown and the percentage of germination of each lot as determined in our seed testing laboratory. We also preserve very carefully the records of the lot numbers of all seed sold our customers and can therefore trace the history of any lot of seed from the field in which it grew to the shipping point of the customer who purchases it.

Complete Equipment

Our laboratory for testing the germination percentages of cotton seed is equipped with three large electrically heated seed germinators of the latest and most improved type. The operators are trained and experienced young men who were chosen for this work because of their accuracy and dependability.



Section of one of our warehouses showing seed stacked ready for shipment. These seed have been cleaned, graded, inspected and tested for germination and have been sealed with the official O. K. Tag.

Representative Samples

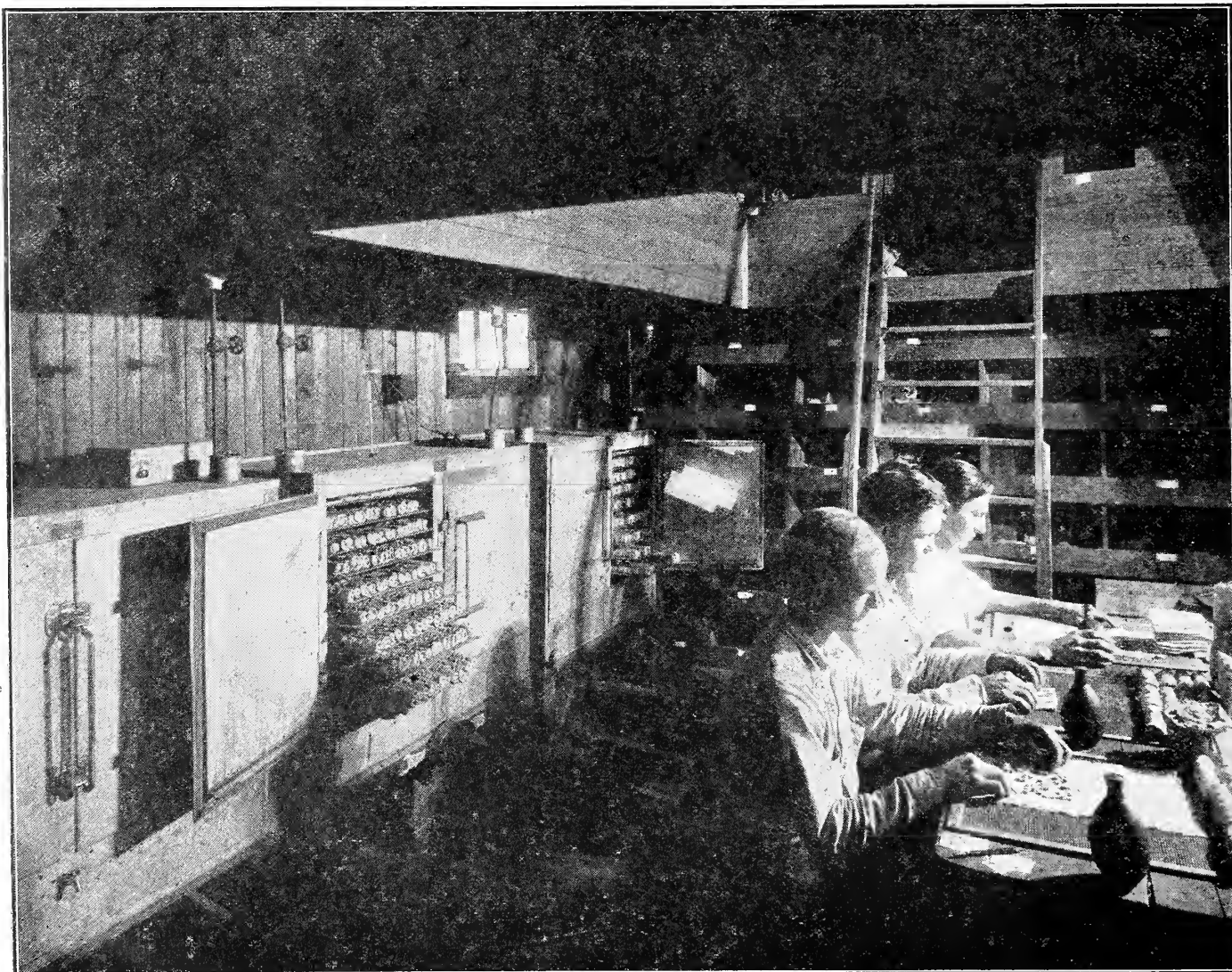
A germination test is less than worthless, regardless of how accurately it may be done, unless the sample which is being tested has been properly taken. It must be truly representative of the lot from which it comes. Our method of sampling is one which has been worked out after years of experience and careful study. A sampling rod is thrust through the mouth of each bag of seed in the lot which takes a sample from the center of the bag. The small amounts of seed taken from each bag are put together and thoroughly mixed to form a composite sample representing the entire lot. No samples are ever taken until the seed have become dried out so that there can be no further chance of

heating. We might explain that to prevent any heating of seed ginned the first part of the season the bags are not stacked until they have been allowed ample time for curing.

Natural Conditions Achieved

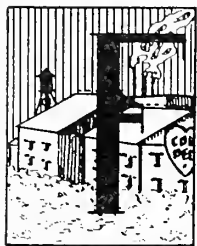
The process of germination is a comparatively simple one. All tests are made in duplicate. One hundred seed are accurately counted out of the sample and placed on cotton flannel cloth. After the proper amount of moisture has been applied the cloth is placed in the germinator where it is subjected to the optimum temperature necessary for the proper germination of cotton seed. The degree of heat used to force germination is that at which seed will most readily come up when planted in the ground,

the idea being to simulate as nearly as is physically possible those conditions of nature which are most conducive to perfect germination. The desired range of temperature is definitely maintained in the germinators by means of a thermostat. In artificial germination, it is necessary to examine the seed daily to insure the presence of the proper amount of moisture which is absolutely essential if the true percentage of germination is obtained. It is also sometimes necessary to apply a very weak solution of some good disinfectant for the purpose of preventing the growth on the seed of a mold which, if allowed to grow, will adversely affect the results. For most varieties of seed the time required for a complete germination is five to seven days.



Every lot of seed produced by us is given a germination test to determine the soundness and vigor of the seed. Photo shows corner of laboratory with three electric germinators partly filled with samples of cotton seed. This is one of the largest and most complete germinating laboratories in America, and is manned by experts who have been thoroughly trained to exercise the utmost care and skill. It is in this laboratory that all Coker seeds must prove their ability to come up to the high Coker germination standards.

Our Plant and Equipment



IVE large storage warehouses—fireproof, rat-proof and water-proof, with capacity for storing 200,000 bushels of cotton seed have been added

to our equipment in recent years. The seed we sell have the same excellent care and treatment after they leave the fields that they have during the process of breeding and increase.

Main Warehouse

Our Main Warehouse Building has a floor space of 27,000 square feet and consists of three floors. The top floor is devoted to our germination laboratories and to the storage of Clipper Seed Cleaners and farm implements. The middle floor is used by our Plant Breeding Department where their small gins, seed cleaners and grain threshers are installed. On the second floor at the rear of the building is our potato curing room. This room, thickly walled and tightly sealed has capacity for the storage of 1,000 bushels of our Pedigreed Golden Portoricans. The first floor of the Main Warehouse is used for the housing of thousands of bags containing individual selections of cotton, corn, rye wheat, and oats, where they are kept until our Plant Breeders have opportunity to work

through them and discard all except those selected for further testing.

Ginning Equipment

Five Gin Houses containing 18 **Gin Stands** are used for the exclusive ginning of our pedigreed Varieties of Cotton Seed. Each gin is equipped with a large size cleaner which is capable of thoroughly cleaning every lot of seed as it comes from the gin. These cleaners remove all trash, im-

lock of cotton can be ginned on. This is used for ginning the thousands of plant selections and the 50 boll samples from breeding rows and variety tests.

A small 10 saw Eagle gin for ginning selected rows and small increase plots of seed.

A Baer Sorter for determining the actual length of cotton samples and the percentages of fibers of different lengths within each sample. Scientifically accurate scales for making weight determinations.

Grain—A small Cornell Thresher for threshing plant and head selections. A large Cornell Thresher for threshing plant-to-rows and head to rows, tests and increase plots. These threshers are so constructed as to insure perfect cleaning after the threshing of each individual lot of seed.

A small high speed thresher is used for dehulling oats for smut testing.

Three Story Cleaner

The cleaner on which all of our small grain, both seed and sales stock, is cleaned is built in and extends from the basement to the top floor of our Main Warehouse. After going

through screens the seed are passed through a vertical air blast which blows out remaining trash and chaff. In grading oats we sometimes remove as much as 25% in order to bring the product to the highest standard of our requirements.



This photograph shows one of our plant breeders combing seeds to determine length and uniformity of fibre.

mature locks, burrs and light weight seed, and leave only the well developed healthy seed.

Experimental Equipment

Cotton—A small roller gin that smallest samples even down to one



Plant Breeders, Agricultural Experts and Governmental Representatives from many foreign countries have spent from a few days to several weeks at Hartsville, S. C., studying the plant breeding work of Coker's Pedigreed Seed Company. Countries sending representatives include: South Africa, Russia, France, England, Egypt, Brazil, Peru, Japan, China and Soviet Russia.

There's Romance in Developing a Valuable New Variety of Cotton

By George J. Wilds, Jr., Director of Plant Breeding

No thrill is greater than that which comes to the plant breeder when he sees a variety of his own breeding come through and make the grade. This new variety represents the realization of a dream; the product of days and nights of constant thought, sometimes extending over a period of many years. Before the breeding work is begun, the breeder must visualize the final plant in every detail. He sees it growing under all possible conditions, from foothills to sea coast, in rich Delta lands and on poor soils.

An Exact Science

Plant breeding should be classed as an exact science. The breeder must know definitely what he wants before he starts. For example, in the breeding of our Farm Relief Cotton, we wanted a cotton stapling from 1 inch to 1 1/16 inches in length. In addition, we wanted lint of uniform length having a harsh wiry character, and with good spinning qualities. It was also necessary to develop a plant offering the advantage of large bolls, good storm resistance, thin foliage, early maturity and heavy yield on the different soil types of the belt.

Careful Examination Necessary

The work was begun by carefully

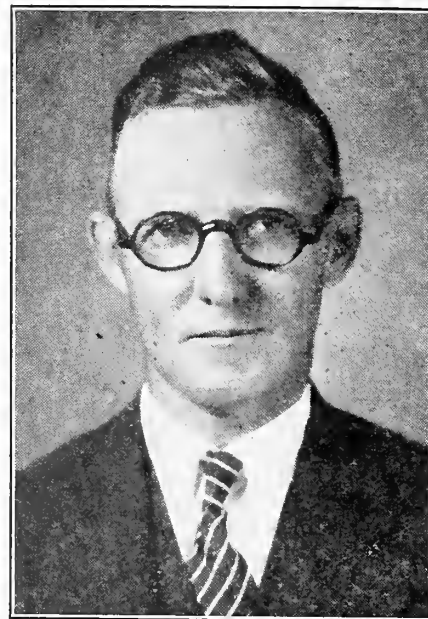
examining every plant in our various breeding plots to see if any could be found that possessed all of the characteristics which we are seeking. It seemed that there was no such plant in existence.

The next step, then, was to study again our breeding plots to see if any two plants or strains offered these characteristics. If such were found, these could be crossed, and a type could be selected that combined the qualities desired.

Combining Two Strains

A selection of our Lightning Express, E-23-341-4-5-2, was found that displayed a high degree of uniformity for earliness, thin foliage, and a staple length of 1 3/16 inches. We then took from our Cleveland line a selection, Cleveland-1A-3-24-67, that had the large round boll, storm resistance and vigor which we desired. These two selected varieties were crossed in 1921.

The F-1, or first generation cross, was half way between the two in type. However, in the F-2, or second generation, there was a splitting up of characters and a rearrangement. This made it necessary to select plants that had retained the desired characteristics from both original varieties, and to use the seed from



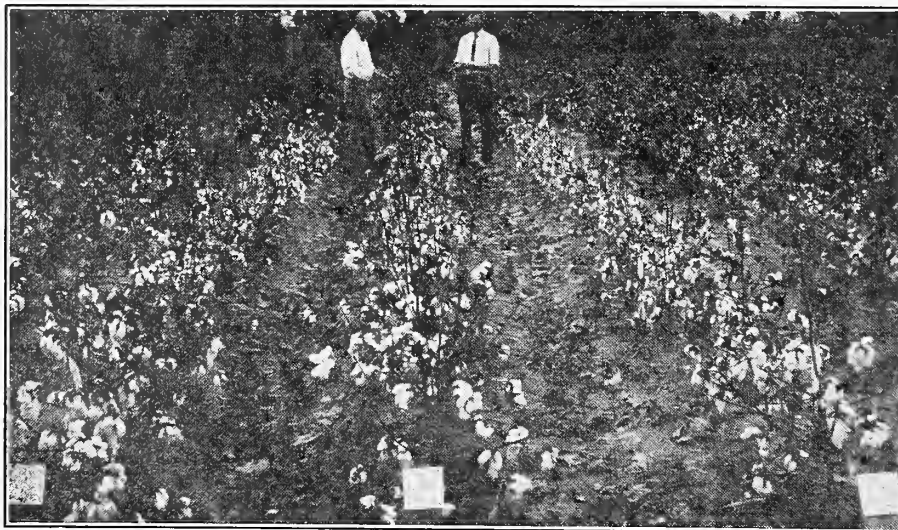
George J. Wilds, Jr., Director of Plant Breeding, Coker's Pedigreed Seed Co.

these in plant-to-rows in 1924. Upon maturity, the best and most productive plants were again selected and put in plant-to-rows in 1925. The same process was repeated in 1926, 1927 and 1928. It was not until 1928 that we found progenies that had the desired combination of characteristics.

The Final Result

From the best specimen of these comes our Farm Relief Cotton, a cotton having the thin foliage and extreme earliness of its Lightning Express parent, with the larger boll size, storm resistance and vigor of the Cleveland parent. From both parent lines this new variety inherits its capacity for high production. The staple is of the best spinning quality, and measures 1 1/16 inches, half way between the two typical lengths produced by the parent lines.

The development of each new variety requires substantially the same procedure outlined above. In some cases, of course, we reach our objective in a shorter length of time, but in other cases an even longer period is required than was necessary in developing our Farm Relief.



Mr. Coker and Mr. Wilds making selections in a field of Cleveland Cotton.

A NEW VARIETY

Coker's Farm Relief

*A Cotton of Exceptional Qualities
Extra Early, Open Type, Big Boll, 1-1/16" Staple*

Farm Relief is the name that we have decided on for our New Hybrid variety from the hundreds of suggestions sent in by our customers in our recent name contest, because this variety will go a long ways towards the solution of many of the Cotton Farmer's problems. It is very productive, extremely early, big balled and thin foiled. Is easy to pick, storm resistant and produces lint of the highest character and uniformity.

Highest Praises

Samples of Farm Relief cotton were sent to the United States Department of Agriculture in Washington, and we have recently received their classification report. Hear what the Senior Cotton Technologist of the Dept. of Agriculture says: "You will perhaps be interested to know that a committee of our classifiers **EXTENDED HIGHEST PRAISES** when they examined this sample (FARM RELIEF). For your information I transmit herewith their classification report: 1-3/32 in. staple length; good middling grade; full style; smoothly ginned; even fibered; uniform; strong; regular; not much waste; no neps; handsome bale of cotton." And as to its strength of fiber he says: "Using a formula which we have used quite widely in a large number of tests, we have obtained for your sample a strength value of 30,850 pounds per square inch of material which is in the **UPPER RANGE OF RESULTS** which we have obtained from many different cottons."

Distinguished Parents

In 1921, Mr. G. J. Wilds, our Head Plant Breeder made a cross of an extremely early, thin foliaged **LIGHTNING EXPRESS** selection of 1-3/16 in. staple on a large balled, heavy yielding **CLEVELAND** plant of 15/16 in. staple. His object was to combine the best characteristics of these two varieties. After **NINE YEARS** of careful selection and patient hard work his goal has been achieved.

An Ideal Offspring

Our New FARM RELIEF has inherited the best qualities of its parents; from the Lightning Express it gets its extreme earliness, open type and thin foliage. From the Cleveland it inherits the ability to produce a high lint turnout (38 to 40%), large round bolls (60 to the lb.) and hardiness. From both parents, heavy production, and its staple length of 1-1/16 in. is between that of Lightning Express and Cleveland. This unusual combination of extremely desirable qualities make this an ideal cotton to plant under practically any conditions and especially in sections of heavy weevil damage.

One Bag Limit

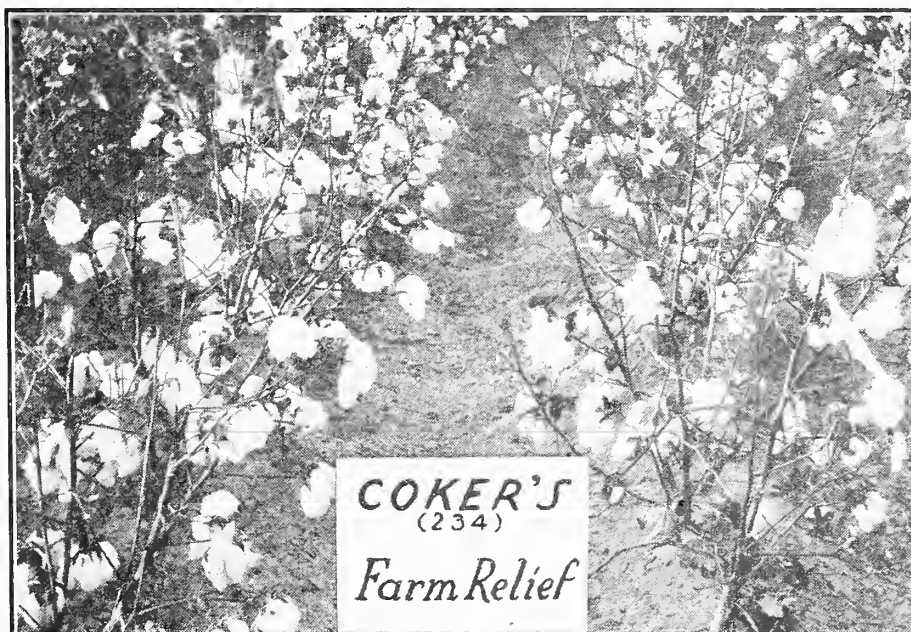
Because of our limited seed stocks on this variety and our desire to supply as many individual customers as possible with seed of this splendid new cotton, we have decided to limit our sales to one bag (100 lbs.) to each customer, except to Contestants in Statewide Five Acre Contests, who may purchase two bags.

Prices

— Per bag, 100 lbs., \$15.00. Per bushel, 30 lbs., \$5.00, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.

Effect of Growing Conditions on Character of Cotton

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and our cottons will show the same characters elsewhere under the same conditions. If the grower and Mother Nature provide better conditions than obtained on our farms during the critical period of boll formation they will produce longer staple. Drought or **POOR CONDITIONS**, however, will result in a shorter staple, reduced yields and smaller bolls no matter what variety is planted.

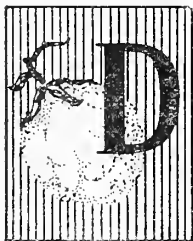


You see here a portion of two rows of Coker's Farm Relief. The heavy production, which is clearly illustrated, plus extremely early maturity, assures splendid crops in spite of the weevil. The open type plant and large bolls make picking easy.

There is Variation in Length of Staple

Even In The Same Variety Of Cotton

By David R. Coker



DURING the past few years a notable movement has gotten under way in the eastern cotton states for the improvement of the character and length of the cotton produced here. This movement has gained impetus from the intelligent interest and support of many cotton mills and a few buyers and from the good work done by state cotton cooperatives, agricultural experiment stations and the extension service. The greatest advance, however, has been due to the discovery that, as the result of recent scientific work by certain plant breeders, we had varieties normally making 1" to 1-1/16" staple of excellent character, which would produce more lint per acre than any of the varieties then currently grown.

This was conclusively proved by the average results for several years of Five Acre Contests, variety tests conducted by experiment stations and county agents, and by the experiences of numerous farmers. Five years ago there was probably produced not over 10% in North Carolina and 15% in South Carolina of cotton of 15/16" to 1 3/32" staple, whereas according to the figures of the National Bureau of Agricultural Economics North Carolina produced this year 39.5% and South Carolina 48% of these lengths.

The improvement of the staple in these and other eastern cotton states would have been much more rapid if all of the mills and all of the cotton buyers and dealers had cooperated in this useful movement by aiding in the distribution of seed and by paying the growers a proper premium for length and quality. However, the cooperatives have been quick to see the opportunity for service in securing for the farmer a just price based on character and staple, and several

are also undertaking the distribution of scientifically bred seed of the most useful and productive varieties. In this they are doing a real and much needed service.

Although the production of better cottons is making rapid strides in this general territory, I find that the movement is being retarded to a certain extent by a lack of understanding by many farmers of some of its essential facts and handicaps. For instance, many do not seem to understand that rough and gin cut cotton is not wanted and is seriously pena-

any variety. They can tell him that under conditions which will produce 7/8" staple for a certain variety that another variety will produce 1-1/16". They can tell him that under drought conditions or on very poor land both varieties will fall short 1/16" or more from the lengths they would make if conditions had been favorable.

Frequently a variety, due to differences in weather conditions, will produce a much longer staple in one section of the state than another. I have this year stapled cotton from Chapel Hill, North Carolina which was 1-1/16" staple, whereas the same variety in Cleveland County produced mostly 15/16" to 1". These differences also apply to percentages of lint to seed. In 1929 a variety which turned out as high as 44% lint at Shelby, North Carolina, turned out only 38% at Hartsville, South Carolina.

It is quite usual for different pickings from the same field to show different lengths of staple. For instance, sometimes a variety will show 1-1/16" at the first picking, 1" at the second and 15/16" at the third picking. Occasionally I have known the last picking to be the longest, but this does not often happen.

The Georgia Cooperative at one time this season was advancing 7 1-2c on a good deal of the cotton coming in, but at the same time was advancing 10 1-4c against 1" or 1-1/16". The season was very dry but notwithstanding the drought the improved varieties being promoted by the Cooperative (the same varieties which are being promoted by the North Carolina Cooperatives) mostly made 1" and better cotton, while much of the cotton produced by some other varieties was only stapling 13/16".

We offer a full line of the most productive 1" to 1 1/16" cottons. These varieties are rapidly changing the eastern cotton states from the 13/16 or 7/8 class to the 1 or 1 1/16 class.

"THE improvement of the staple in these (N.C. & S.C.) and other eastern cotton states would have been much more rapid if all of the mills and all of the cotton buyers and dealers had cooperated in this useful movement by aiding in the distribution of seed and by paying the growers a proper premium. However, the cooperatives have been quick to see the opportunity for service in securing for the farmer a just price based on character and staple."

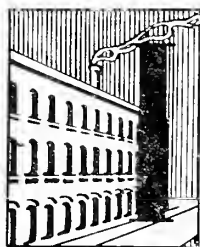
lized, and that to produce a smooth marketable product the seed cotton must be dry and the gin properly adjusted and operated.

Some do not realize that if they gin a bale of 1" or 1-1/16" cotton without removing the roll, that the gin roll of 7/8" cotton will make it impossible to market the bale at the true value of 1" or 1-1/16".

Many also do not understand that the length and character which any variety will make depends to a certain extent on soil, culture, fertilization and rainfall. No plant breeder or seedsmen can tell the farmer the exact staple length he will secure from

Meeting The Mills Half-Way

By R. W. Hamilton, Extension Agronomist,
South Carolina Extension Service



IN 1925-26 a survey of the cotton mills in South Carolina had shown that the majority of the spinners desired a cotton with a staple length approximating one inch and that the cotton produced in this state was not fulfilling this need. The requirements of the mills were being filled by cotton shipped in from the western belt, and South Carolina cotton was largely being exported from the state.

The agricultural statistics for the state during the five-year period 1921-1925 showed that the average acre yield of lint was 152 pounds.

These two facts pictured an agricultural situation in South Carolina that was economically unsound and unprofitable.

A Solution

A solution of this problem has been sought through the demonstration by farmers in every county of the state that one-inch cotton of desirable quality can be grown with acre yields that permit a profit on labor and investment. In order to induce farmers to carry out these demonstrations, the Clemson College Extension Service in 1926 organized the South Carolina 5-Acre Cotton Contest. This contest has been completed for five years.

Two thousand dollars in premiums for the highest yields of quality cotton have been awarded each year. In 1926 this money was contributed by the Columbia "State". Since that time it has been given by the South



Adger Bowen, of Oconee County, contest plot which won second prize in 1929. Mr. Bowen produced this splendid yield with Coker-Cleveland Five.

Carolina Cotton Manufacturers Association.

During the five years of the contest approximately 4500 farmers have enrolled. Ninety-five percent of these have planted their five acre plots with seed of improved breeding and have studied and practiced improved methods of spacing, fertilization, cultivation and boll weevil control.

Object Lessons

These contest plots, scattered in every community of the state, have been living object lessons to all farmers. From them have spread the use of seed bred to produce desirable staple; close spacing; control of boll weevil with 1-1-1 mixture; side application of nitrogen fertilizer; and the education of farmers in the stap-

ling of cotton and staple values.

Value of Pedigreed Seed

The effect of the increasing use of well bred seed is becoming more and more apparent in the state's crop.

The yearly percentages from the U. S. Bureau of Agricultural Economics shows that South Carolina is leading the Southeast in having the highest percent of crop in the 15/16 to 1 1/16 staple class.

Local Demand Unsupplied

The logical market for South Carolina cotton is the South Carolina cotton mill. Though leading the southeast in percentages of crop of desirable quality, we are far from meeting our mill requirements in bales. In 1928 our local mills consumed 919,739 bales of 15/16 to 1 3/32 inch staple. We only produce 239,220 bales of these lengths. The mills had to import 680,519 bales of 15/16, and longer, cotton from the Delta region and west of the Mississippi river.

Scientific Farming Pays

Thousands of our farmers have proven that the desired staple lengths can be grown and grown at a profit when seed bred to produce these lengths are planted and methods of soil building, spacing fertilization,

PERCENT OF CROP IN 15/16 TO 1 1/16 STAPLE CLASS

State	1928	1929	1930
South Carolina.....	33.3	34.3	48.0
North Carolina.....	20.8	24.1	39.5
Georgia.....	17.4	10.8	15.6
Alabama.....	7.9	2.8	5.4



Mr. B. R. Smith, of Edgefield County, planting Coker-Cleveland Five, won the first prize in 1929. Photo shows Mr. Smith in his prize plot. He believes in modern methods of cultivation, and in use of the finest seed to be had.

boll weevil control, cultivation, harvesting and ginning are changed to meet the conditions of present day cotton production. We can, and must, meet foreign competition with high yields of quality cotton.

A Valuable Work

We know of no better planned, better executed or more useful piece of agricultural work than the South

Carolina Five Acre cotton contest which has completed its fifth year under the direction of Mr. Hamilton. Thousands of South Carolina farmers have learned by observation and practice to make better cotton with larger acre yields. Many of our mills that formerly bought western cotton exclusively, are now buying a large proportion of their require-

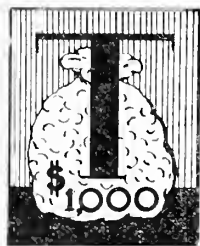
ments of inch to inch and a sixteenth cotton right at their doors and are not only paying the farmers a premium over $7/8$ cotton but are saving transportation charges. This result is largely due to the 5 acre contests.

“One practical agricultural demonstration is more valuable than a large number of theories.”



In 1928, Coker-Cleveland Five brought the \$1,000 first prize to Mr. R. L. Alverson, of Campobello, S. C. Careful cultivation, correct fertilization, and the selection of the finest pedigreed seed enabled Mr. Alverson to produce the magnificent plot in which he is pictured above.

Prize Winners and Pedigreed Seed



THE morning of January 21st, 1927 was an exciting time in the offices of Coker's Pedigreed Seed Company at Hartsville. The announcement had just arrived that "Mr. George T. Swearingen of Trenton wins first prize of \$1000.00 in the First South Carolina Five Acre Cotton Contest with a yield of 5223.3 pounds of lint cotton (over ten bales on five acres) and the variety used is COKER-CLEVELAND FIVE." That was the news we had hoped to hear. We read on: "Mr. B. R. Smith, Johnston, second prize of \$500.00 with a yield of 5093.1 pounds of lint; variety, Coker-Cleveland Four. Mr. J. F. Everett, Jr., Bennettsville; third prize of \$200.00 with a yield of 4469.4 pounds of lint; variety, Coker-Cleveland Five. Fourth prize, \$100.00, Mr. P. M. Arant, Pageland; yield 4419 pounds, variety used, Blue Ribbon, (In the 1927 Contest Mr. Arant switched to Coker-Cleveland Five and won First Prize with a yield of 5357 pounds of lint of 1-3/32" staple.) Fifth prize of \$100.00 won by Jasper Fletcher of McColl, with a yield of 4307.3 pounds, variety Coker-Cleveland Five-B. Jesse Adams of McColl, sixth prize of \$100.00; yield, 4205.5 pounds, variety—Coker-Cleveland 1-1/8". Could you blame us for rejoicing?

History Repeats

It has been almost four years ago since that eventful January morning and lack of space does not permit us to give the detailed results of each of the three ensuing contests that have been completed since that time. However, this brief summary will convince you that "Consistency is a Jewel" and fully as valuable to these users of Coker's Pedigreed Seed.

(continued on page 18)



The name of "Uncle Bob" Smith of Johnston—Winner of First Prize in the 1929 S. C. Five Acre Contest—is not a new one in the roster of Contest Winners. In the 1926 Contest he won Second State Prize, in 1928, second district prize, and then—to prove his mettle—the First State Prize. Each time he has combined his unusual farming ability with a good variety of cotton—Pedigreed Coker-Cleveland, and this is a winning combination.

**Coker's Pedigreed Seed Co.,
Hartsville, S. C.
Gentlemen:—**

I think your No. 5 Cleveland is the best cotton I ever planted, large bolls, length of staple good, percent of lint fine.

**Johnston, S. C.
Sept. 15, 1930.**

**Yours truly,
B. R. Smith.**

Observing The Leaders

It was Shakespeare who said, "A right judgment draws us a profit from all things we see." Undoubtedly, there is profit to be drawn from an observation of the methods of these prize-winning cotton growers. Proper preparation of the soil, correct cultivation, adequate fertilization, and the selection of highest

quality pedigreed seed are certain to bring to farmers the greatest reward for their efforts.

The universal and regular use of scientifically bred seed for all crops is one of the most important and necessary steps for restoration of the stability of agriculture and banking.

—David R. Coker.

Showing of Coker's Pedigreed Cottons In All Five S. C. Cotton Contests

Of the 36 prizes awarded in these contests, 27 have been won by contestants using our Pedigreed varieties. Our cottons won \$8,100.00 of the \$10,000.00 prize money. *All five first prizes were won by our Coker Cleveland 5.*

(continued from page 17)

Success No Accident

The fact that our family of Cleveland Five Cottons has won most of the prizes and prize money in the S. C. Five Acre Contest is no accident. It is due to the years of patient scientific work by which we have found the best and most productive strains suited to this territory. The work is going right on and we are each year contributing millions of dollars to the success of farmers and mills by breeding and distributing new and better strains of greater and greater money value. Can you afford to neglect this certain means of making a better profit?

And now as the time again draws near for the announcement of Contest Winners for 1930, we find it hard to wait for a definite confirmation of the rumor now current in Barnwell County that one of their Lady Farmers has a mighty good chance to win First State Prize with a yield of almost ELEVEN BALES OF COTTON ON FIVE ACRES and the variety is our Strain 2 of our PEDIGREED COKER-CLEVELAND FIVE.



Mr. R. L. Alverson, Campobello, S. C. carried the State Laurels up to the Piedmont Section by winning the 1928 S. C. Cotton Contest. His production of 5700 pounds of lint cotton with a staple length of 1-1/16" was made in spite of a September hurricane. Coker-Cleveland Five is the answer.

Coker's Pedigreed Seed Co., Hartsville, S. C.
Gentlemen:—

Campobello, S. C. September 20, 1930.

I have used Coker-Cleveland No. 5 for three years beginning 1928 and I consider it to be the most productive and best all-round cotton for our section of any I have ever planted.

I have planted it by the side of other leading varieties but none come up with it in every respect.

It stands dry weather better than some other varieties. The lint turnout is very good. The staple length, I think is just what we need. It has run as high as 1-3/32 in. Most of it is 1-1/16 and some below. The season I think has a lot to do with the length of the staple. I shall continue to use Coker-Cleveland No. 5.

Respectfully, R. L. Alverson



Mr. Geo. T. Swearingen of Trenton will be long remembered as winner of South Carolina's First Five Acre Contest. In 1926, with a yield of 10 1-2 bales, this outstanding farmer led the State in production. The variety—Coker-Cleveland Five.

Trenton, S. C.

Sept. 17, 1930.

Coker's Pedigreed Seed Co.,
Hartsville, S. C.

Gentlemen:—

I consider Coker Cleveland Five the best variety of cotton I ever planted. It is medium early, heavy and close fruiter, limbs close on stalk, bolls close on limb, a vigorous grower, fast maturing cotton, turns out good lint percent from seed and the best storm resistant cotton I ever planted.

It always brings a premium over short staple cotton for it will pull a full inch to 1-1/16 inches. "Coker Five" is easily picked. I prefer it to any variety I ever planted.

I don't think I can recommend Coker-Cleveland Five enough.

Respectfully,

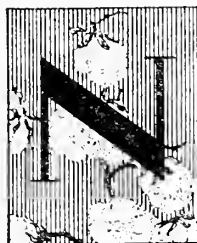
G. T. Swearingen



Mr. P. M. Arant, Pageland, S. C., with a yield of 5857.0 pounds of lint cotton and a staple length of 1-3/32" won the S. C. 1927 Contest. This, the biggest yield yet reported in any S. C. Contest was made with Coker-Cleveland Five.

Improving The Character and Staple of North Carolina's Cotton Crop

**By U. Benton Blalock, Vice-Pres. and Gen. Mgr.,
North Carolina Cotton Growers Cooperative Association**



O MAN is entitled to a better price for his product than his competitor's, unless he produces a better product or renders a better service to the consumer.

One of the primary duties of a Cooperative Cotton Association's officers is to put before the members the facts and figures that will induce them to produce a better quality of cotton.

The Carolinas are known far and wide as the center of cotton manufacturing. North Carolina mills alone consume annually around 1,600,000 bales of cotton.

While the consumption of cotton in North Carolina has gradually gone upwards, the production of cotton has been very materially decreased during the past several years to where we are not now producing more than half as much cotton as is consumed by our own mills. This situation would not be quite so bad, however, if the 300,000 bales of cotton that we produce annually was of the type that we have a demand for right at our very doors.

We have been advocating, and with the light we now have before us, will continue to advocate in North Carolina the planting of those varieties of cotton that will produce from 15/16 to 1-1/16 inch staple because that is the range of staples that so many of our mills must use in the production of the goods that they manufacture. As a matter of fact, the records show that 61 per cent of all cotton consumed by American mills ranges in staples from 15/16 to 1-1/16 inch.

But while this is the type of cotton that our mills must have and are willing to pay premiums for, our North Carolina farmers still produce about 60 per cent of their crop in 7/8 and under as shown by a report issued November 28th by the U. S. Department of Agriculture on the 1930 crop. But even this is an im-

provement in the production of better staples over last year, and a big improvement over what we were producing some seven or eight years ago.

For the first three years we were in operation as a cooperative organization our records show that our members were producing about 90 per cent of 7/8 inch cotton and under, but since we have been pushing the sale of improved seeds we have been gradually reducing this percent-

7/8 and under is the type of cotton which this country exports to other cotton consuming countries, paying long haul freights and meeting competition on these short staples with India and other short staple cottons produced by labor at far below the American scale of wages.

The records show that we do not produce in the entire South a sufficient amount of 1 inch staple for American consumption.

It is very rare that the premiums on 15/16 cotton will not take care of the cost of ginning the bale, and frequently take care of the cost of ginning, bagging and ties; and the premium on 1 to 1-1/16 inch usually amounts to several dollars per bale.

Does it pay to grow these better length staples? A very pertinent question. This answer is emphatically "Yes!" as proven by experiments conducted by the North Carolina Experiment Stations over a period of ten years. Time after time these tests have shown that we get larger yields per acre with the recommended varieties of 1 to 1-1/16 inch than we do with the shorter varieties that yield a larger percentage of lint per hundred pounds. "Most money per acre" is the yard stick that should govern us in production of cotton.

In marketing their cotton cooperatively, the producers can always be assured of the proper premiums for extra grade and staple.

The secret of our success in building up a better product through our membership lies in the fact that we have for the past several years been distributing annually to our members some several thousand bushels of pedigreed seeds and today, of course, a large percentage of the seed being planted throughout the State can be traced to the seeds distributed by us.

We do not advocate the growing of the longer staples of 1-1/8 and up as they are usually grown in North Carolina. It is our opinion that long staple cotton should be grown in communities, and in large communities at that, so that a reputation could be built up in that section for uniform staples.



U. BENTON BLALOCK
Vice-Pres. and Gen. Mgr., North Carolina
Cotton Growers Cooperative Association.

age to where our members produced less than 40 per cent of 7/8 staple and under by the 1927-28 season, which is a far better average than is produced by the farmers of the State as a whole.

The farmer who produces 15/16 to 1-1/16 inch staple in North Carolina has a distinct advantage in the net price over the Western producer who must ship his cotton on a long haul at high freight rates to get it to our markets. On the other hand,

Pedigreed Coker-Cleveland Five

STRAIN 3

Our Heaviest Producing Cleveland Five

For the past fourteen years we have been breeding Cleveland Cottons in an effort to produce a variety which would be ideal for the use of Southern Mills and at the same time most profitable to Southern Farmers. Evidence of the dependability, productiveness and spinning value of these cottons has been furnished by reports from thousands of growers and dozens of mills. But the fact that they have won *every first prize* in the South Carolina Five Acre Cotton Contests is the final triumphant proof of its value. They have stood first *every time*. All growers who are planting the older strains of our Cleveland Five should secure enough seed of this newest strain to grow their own seed for another year.

Good Yield—Staple and Lint Turnout

One hundred and fifty acres of this cotton grown at Shelby, N. C., in 1929 produced one hundred and fifty bales of cotton with an average of 40% *lint* and an average staple better than one inch.

Characteristics

This cotton not only challenges other cottons in yield, but the length and character of the lint meets the requirements of the large number of cotton mills that use full inch to 1-1/16" cotton. This strain makes a staple under good conditions of 1-1/16", runs 38 to 40% lint, is very uniform and highly productive. The plant is of the spreading type, and is hardy and vigorous. Fruiting branches are evenly distributed and

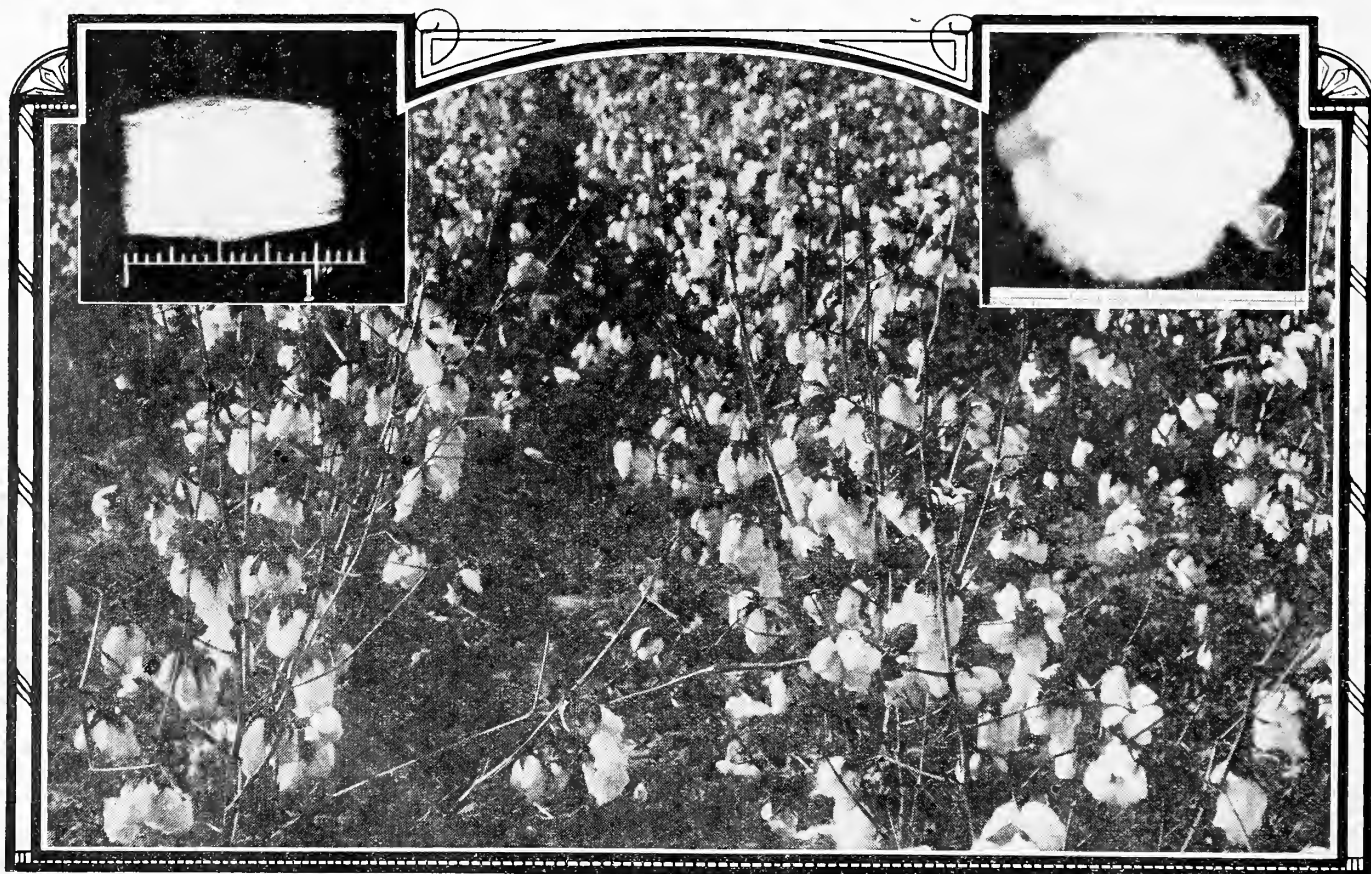
well spaced. The boll is medium large, averaging 64 to 66 to the pound. Storm resistance is good and picking quality most satisfactory. With such seed available, it is poor economy for a grower to use anything but the best. A few dollars invested in Pedigreed Coker-Cleveland Five Strain 3 will insure larger yields of the kind of lint that brings a premium.

Prices

Per bag, 100 lbs., \$9.50; 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.

Cleveland 5 Wins Again

Our Coker-Cleveland Five adds the First Prize in 1930 S. C. Five Acre Cotton Contest to its amazing record. It has stood first *every time*. You can count on Coker-Cleveland Five.



You can have fields like this if you plant Coker's Pedigreed Seed. Photograph shows the open type hardy plant which is characteristic of the Coker-Cleveland Five Strain 3. Insets show the actual length of lint and a greatly reduced open boll.

Pedigreed Coker-Cleveland Five

STRAIN 2

First Prize Winner In 1930 S. C. Five Acre Contest

A final and conclusive proof of the progress and value of our Plant Breeding work is furnished by the results of the 1930 South Carolina Five Acre Cotton contest. Pedigreed Coker-Cleveland Five Strain 2 wins *First State Prize*, two of the three First District Prizes and two of the three Second District Prizes; while old Coker-Cleveland Five Strain 1 adds the other First District Prize to its remarkable list of wins.

Better Than Strain 1

Our Coker-Cleveland Five Strain 2 is a distinct improvement on our original Coker-Cleveland Five Strain 1—called by many farmers "Coker-5". It has many generations of scientific breeding which differentiate it from the original "Cleveland" cotton—which is shorter, less productive and more variable.

Don't Fall Behind

All farmers who are still planting our old Coker-Cleveland Five Strain 1 should secure some of these seed if they do not feel able to purchase the still later strain—3. Our price is extremely low for seed of such quality and breeding.

Stands Crowding

Strain 2 might well be spoken of as a "good natured" cotton. It stands storms, droughts, and crowding better than most cottons of similar type and will in practically every case turn out more cotton per acre than you had any idea it could produce.

Money Value First

Our *first* consideration in the breeding of cotton is *money value*. By producing a maximum of lint cotton of the length and character desired by the mills in your section—this splendid strain will mean and has meant thousands of dollars to both you and the spinner. Premiums varying from 3/4 to 2-5/8 cents have been paid for cottons of this length and character during the past two years.

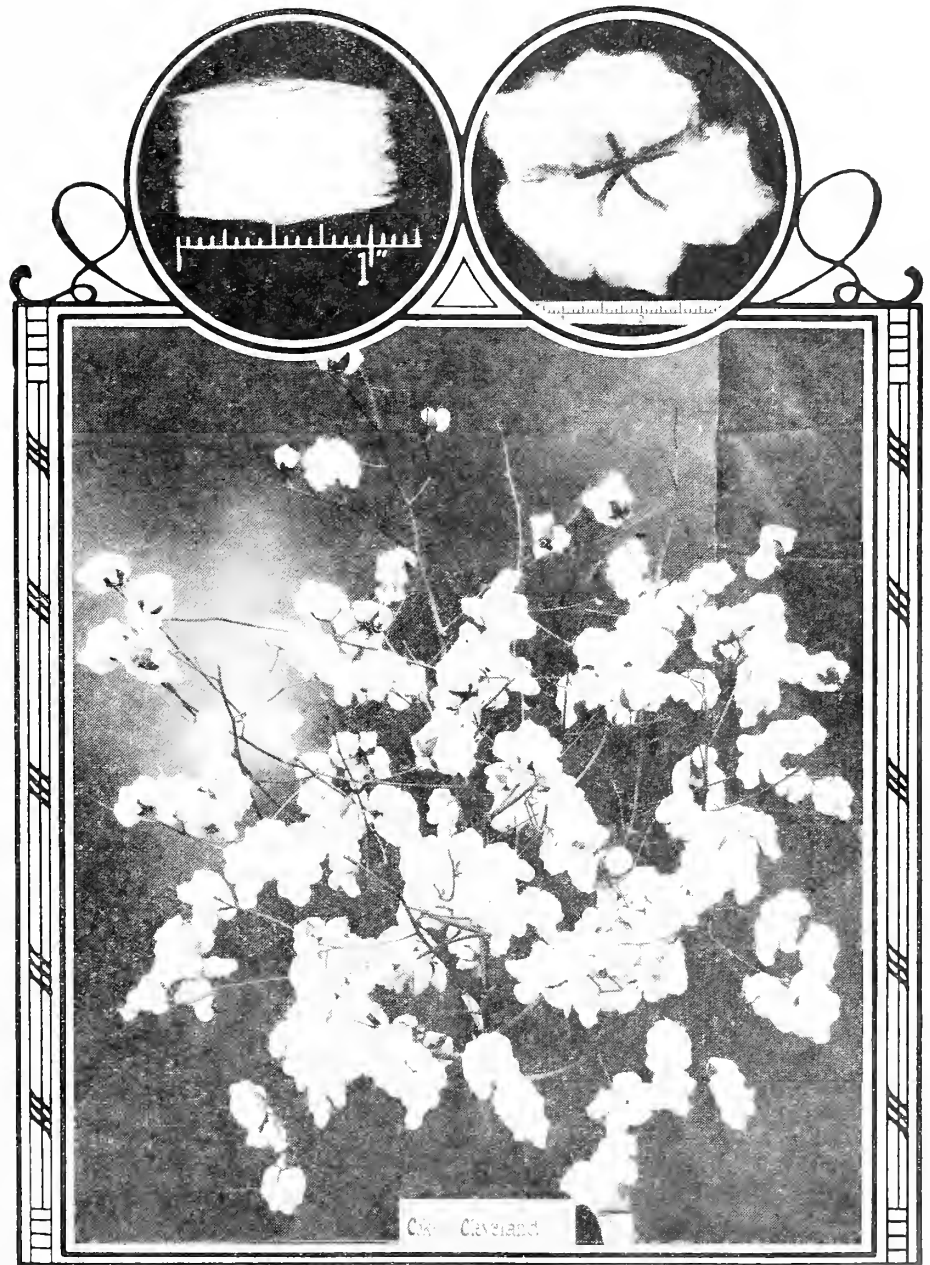
Characteristics

The plant is medium open in type, maturing early. Bolls are medium to large. Opening: excellent, wide fluffy. Storm resistance: good. Picking quality: unusually good. Length of staple: 1" to 1 1/16".

Lint percentage: 37 to 40. Character: excellent.

Price

Per bag, 100 lbs., \$6.50; 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.



Our Pedigreed Coker-Cleveland seed will produce plants like this for you, heavily fruited and producing a staple of excellent character with a length of 1" to 1 1/16". In the circle on the left is an actual size photograph of the combed staple. On the right is an open boll greatly reduced in size.

Pedigreed Coker-Cleveland 884

STRAIN 2

An Early, Open Growing, Heavy Yielding Cleveland

It may profit you to consider the example of one of our Mississippi customers. This customer planted our Coker-Cleveland 884 variety and from one acre took fifteen hundred and ten pounds of lint with an average staple length of more than an inch. The yield itself was most gratifying, but it adds significance that the staple was of a type that brings premium prices.

Of course both yield and staple depend to a considerable extent upon the weather, soil fertility, and the way the crop is worked, but you may be sure that our heavy producing Coker-Cleveland 884 will yield as good a crop as is possible under any circumstances. Now that pedigreed seed from this strain can be procured at the reasonable price which we are quoting, there is no reason why any farmer should feel that he cannot afford to plant the best. It does not matter how carefully the cotton grower may select his land, how well he may work his crop or how liberally he may fertilize, he cannot hope for maximum returns unless his crop is grown from well bred seed of proved productiveness.

Wins \$150.00

March 4, 1930

"I was winner of \$150.00 prize money in Greenwood County, having planted your Cleveland 884 Strain 2."

W. N. Henderson
Ninety Six, S. C.

Characteristics

The plant is of the spreading dwarf type, with two to four basal branches and long fruiting branches. Foliage thin. Matures early, setting a crop quickly and low on the stalk. Bolls average about 62 to lb., with a thick hull that hardens quickly and resists weevil punctures. Picking quality: excellent. Opening: wide and fluffy. Storm resistance: excellent. Lint length: $1\frac{1}{16}$ " to $1\frac{1}{8}$ ". Character: good and strong. Lint percentage: 36% to 39%.

Prices

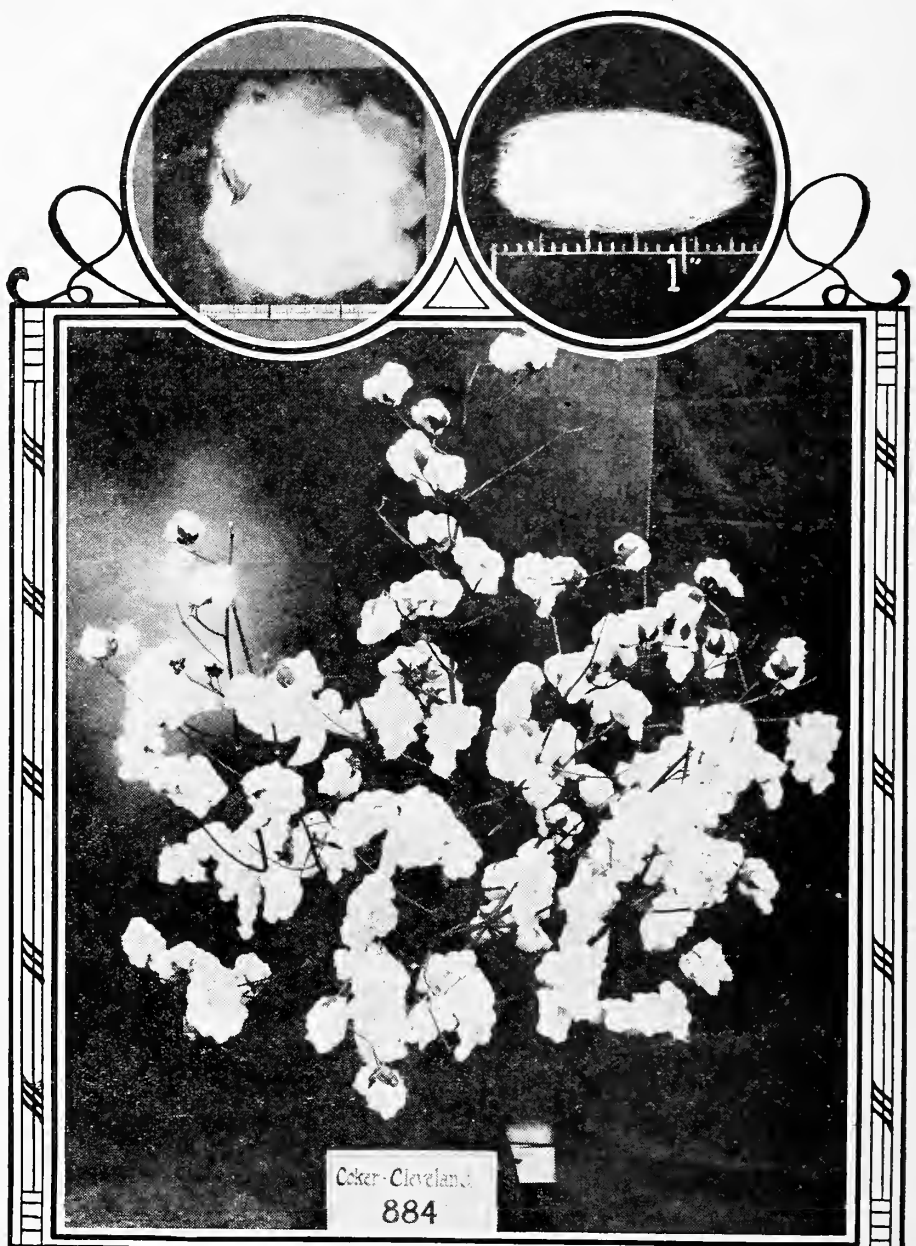
Per bag, 100 lbs., \$6.50; 50c per bag discount in ton lots. F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.

From South Carolina's Great War Governor

"In my opinion the value of the work in seed breeding by your firm is beyond estimate and largely through your instrumentality has the quality of our cotton been improved . . . I hope for continued success for your firm and feel that the benefit you are giving to cotton growers, as well as to the growers of other crops, is a great and lasting one."

Richard I. Manning

July 22, 1930



Here is a typical plant of Coker-Cleveland 884. Note the low spreading branches, the large bolls, and the wide, fluffy opening. This cotton is a heavy producer of the type of cotton most required by eastern mills. Insets show boll (reduced) and lint.

The Growing Plague of Cotton Wilt



WILT is one of the most serious of all cotton diseases. For a generation it has been a serious menace to cotton growing in the Coastal Plains

Sections of the Belt. In these sections today it is unusual to find a field of any size that has not some wilt infested soil. In 1926 the loss from this disease in South Carolina was estimated at 5% of the entire crop. This indicates 50% of the possible profit, also that certain cotton crops were a total loss. The one-crop system practiced by many farmers has greatly aided its increase and spread. The fungus which causes this disease is soil borne, and when it appears in a field it is quickly spread. Any agency, such as cultivators, stock, wagons, automobiles, heavy rains, etc., that transport soil from infested areas to other sections carry the infestation and hasten the spread.

From the progress that this disease has made within the past 20 years, we can well believe that all of the above listed agents have been functioning in its spread. From South Carolina to Texas its ravages are being reported.

Adding to the seriousness of the problem, is the fact that when once a soil becomes infested with a wilt organism, it is next to impossible to free it. The fungus will survive for indefinite periods on any organic matter in the soil, and will be in prime shape for the next crop of cotton, 3, 4, 5, or 6 years later.

If plant breeders had not taken up this problem, many sections of the belt would be growing no cotton today.

The fungus which causes common cotton wilt (*Fusarium Vasinfectum*) attacks the vascular bundles or woody tissues of the plant. This soil borne fungus enters the root of the plant, and spreads rapidly through those woody tissues which contain the water tubes. These tubes were formerly thought to have been stopped up by the growth of the fungus. Recent work seems to indicate that the fungus excretes a poisonous substance which kills the tissues. The plants wilt and die from the top down. The disease can readily be recognized by splitting open plants and examining the tissues. In the early stages of infection these tissues will be streaked with black. In the later stages all of these tissues will be blackened.

Breeders soon observed that differ-

ent varieties grown on wilt infested soils showed differences in resistance to the disease. Further, that different plants within the same variety showed marked differences in resistance. Some were killed in the seedling stage, some at blooming, some at bolling, etc. Some made one-third and some one-half, and some three-fourths, and some a full crop. The plants that made a full crop in the worst wilt sections were pulled up and the roots and stems split and examined.

The best of these plants with clear tissues were selected and their seeds planted in plant-to-rows on badly infested soils. The best plants were likewise selected from these plant-to-rows, and again put on wilt soils. This process was continued until productive and highly resistant strains were found. These were increased and introduced as wilt resistant cottons, which cottons could be grown with safety on most wilt soils.

Representative of the wilt resistant cottons are the Dixie and Dixie Triumph bred by U. S. D. A., the Alabama Station's Wilt Resistant Cook, and the Toole and Lewis 63 cottons, of Georgia.

Our Company has been breeding cotton for wilt resistance since 1915. We took over the U. S. D. A's work

(continued on page 26)



A striking new wilt resistant Cleveland now in increase. Growing on badly infested wilt soil 1930.

Expressions of Appreciation From Customers of Distinction and Long Standing

Good Quality—Better Productiveness

Orangeburg, S. C.
July 17th, 1930.

"Having been a constant customer of yours for a number of years, both from the standpoint of dealer and planter, we are writing to express our confidence in the quality of the field seeds that we have purchased from you. . . . We do not know of any one in the United States that we think has accomplished as much in breeding and perfecting field seeds as you have, . . . remembering the various customers that we have furnished with your seed, we have invariably had them testify as to the good quality and better productiveness."

SHULER & SMOAK,
By Hubert L. Shuler

"For many years we have been planting pedigreed seed purchased from the Coker's Pedigreed Seed Company. Our experience has been that seed purchased from you has come up fully to your representation. We wish that the Coker's Pedigreed Seed Co. were located in Arkansas."

E. J. Bodman, Senior Vice Pres.
Union Trust Co.,
Little Rock, Ark.

From A N. C. Farmer

Varina, N. C.
July 19th, 1930.

"I have been buying all of my cotton seed from you beginning with 1922. That year I bought two bushels of Cleveland Strain 2, planted three acres and picked 6 bales. On one and one-half acres I picked 1702 pounds of lint cotton. In 1925 I bought 2 bushels of Strain 3, planted 1 1/4 acres and picked 985 lbs. lint. In 1927 I planted 8 acres in Coker-Cleveland 5 and picked 12 bales. This year I planted 3 acres in Coker-Foster—picked 3 bales, 4 acres in Cleveland 5 Strain 2 and picked 4 bales. So you can see where I stand. I have nearly doubled the yields of most of my neighbors. . . . Give me Coker seed every time."

L. D. McKINNEY, JR.

"As the pioneer seed breeder of the South we should erect a monument to David R. Coker."

Dr. Wade Stackhouse,
Dillon, S. C.

"Your varieties of corn have proven to be dependable and high yielding."

Hugh MacRae,
Wilmington, N. C.

Wonderfully Drouth Resistant

Clarksdale, Miss.
July 15th, 1930.

"We find that your cotton stays in the boll better than the average cotton and is easily picked. We have planted this year approximately 5000 acres of (Coker's Pedigreed Wilds) cotton. . . . are now experiencing a long drouth and today is the 57th day without rain, and we find this cotton is a wonderfully drought resistant cotton—still growing and doing well."

By W. K. Herrin, Vice-Pres.
OAKHURST COMPANY

A Prominent Alabama Attorney

"Permit me to congratulate you on rounding out your twenty-ninth year of scientific plant breeding. In my opinion no private agency has approached the efforts of your Company in attempting to place agriculture in the South on a sound basis. . . . The work that you have done has not been excelled by any governmental agency. . . . I cannot imagine any greater calamity to the Agricultural South than for anything to happen which would interfere with the work that you have planned and which you are so successfully carrying out."

Erle Pettus,
Birmingham, Ala.

Eight Carloads In Ten Years

Indianola, Miss.
July 16th, 1930.

"I am glad to recommend your staple cotton seed to anyone as they are the best seed obtainable. I have bought eight or ten carloads in the past ten years and have always found them just as represented."

KLINGMAN-BARNETT CO., INC.
Charles Klingman

2921 Bales—2750 Acres

Memphis, Tenn.
July 19th, 1930.

"We last year produced on about 2750 acres of (Coker-Foster) cotton, 2921 bales of 500 lbs., and we are confident we lost as much as 100 bales in bad weather. We consider your seed the most reliable and we get the best results from them than from any seed we have ever handled."

ABSTON, WYNNE & CO.

"It gives me great pleasure to commend your seeds to any farmer who realizes the importance of using the best."

Newman Evans,
Commerce, Ga.

Good Staple—Uniformity—Premium Prices

Soudan, Ark.
July 15th, 1930.

On this farm for three years we planted about two thousand acres of cotton using your (Coker-Foster and Wilds) seed. We found this seed to produce a good strong staple a little bit longer than you claimed, turned out well at gin, easy to pick, staple pulling even, easy to sell—in most cases getting a premium for our cotton, and true to type. I consider these three years the best cotton crop we have ever made on our Soudan Farm—thanks to your seed."

LEE COUNTY PLANTING CO.,
By John Mann, Mgr.

"I consider your efforts in improving seed for the field crops the greatest factor in the uplifting of farming in this section."

T. L. Johnston,
Rock Hill, S. C.

"I have been using your Pedigreed Seeds for the past twenty years to my entire satisfaction."

M. E. Shuler,
Holly Hill, S. C.

Quality Maintained

Shreveport, La.
July 19th, 1930.

"We wish to compliment your good firm on its success in keeping the variety (Coker Cleveland Five) continuously improving, which fact is best proven by actual customer tests. Many of our customers who bought from us the first years when we were introducing your Cleveland types are still buying regularly. . . . some of the big planters have bought anywhere from a few tons to a car every year for the past six or eight years. Our idea of a successful cotton breeder is one who keeps his cotton up so that it retains its leadership and by so doing enables us as dealers to keep our customers. We merely wish to give any encouragement possible to you good folks who work so conscientiously to maintain the excellence of the varieties you offer."

LANE WILSON SEED CO.
Lane Wilson

"I have never been disappointed in results obtained from any seed bought from you."

A. M. Bell,
Cordele, Ga.



1400 Bales Of High Grade Cotton Produced On 1300 Acres Sell For \$150,000

A Shreveport, La., Newspaper Gives The Following Account: "One of the largest cotton sales on record here was made Wednesday (Feb. 1929) through Sewell and Adger, when 1400 bales of strong stapled cotton was sold for approximately \$150,000. The sale was made by the Knight Brothers of Caspiana, La. (Caddo Parish). The cotton, which was of high grade COKER-CLEVELAND FIVE variety, brought 20-5/8 cents per pound—a premium of 2 5-8 cents per pound above the market. This crop was grown on the Knight Brothers plantation on 1300 acres of land."

(continued from page 23)

with Dixie in 1917, also did some breeding with Dixie Triumph and Toole. We have been fortunate in having badly infested fields on our own farms and in nearby territory. In the meantime we were planting our well bred non-resistant cottons on these badly infested soils, selecting continuously hundreds of plants that survived, and putting these back on wilt lands. The first cotton resulting from this work was our Super Seven, which proved to be so much more remunerative than the Dixie, Dixie Triumph and Toole Strains that work with these was discontinued.

Cleveland cotton is admittedly the most popular variety grown in the Eastern Cotton Belt. Our 1 1-32 in. to 1 1-16 in. Coker Cleveland 5 and 884 deservedly stand far ahead of all other Clevelands in this popularity. Since these cottons were in their early stages of development, some seed of each strain has been planted in as bad wilt infested soils as are in the country, and plants that survived put back on these soils year after year. A higher and higher per cent of our breeding work with Cleveland cottons is being done each year on wilt soils. In 1930, for example, we had 1263 wilt resistant Clevelands in plant-to-rows, 43



Note resistance and productivity of our New Wilt Resistant Clevelands—growing on badly infested Norfolk sandy loam soil. 1930 Test.

strains in first year increase and 7 strains in second year increase.

Our first wilt resisting Cleveland was offered the past spring as Coker's Semi-wilt Cleveland Block 30. This year we are offering a second

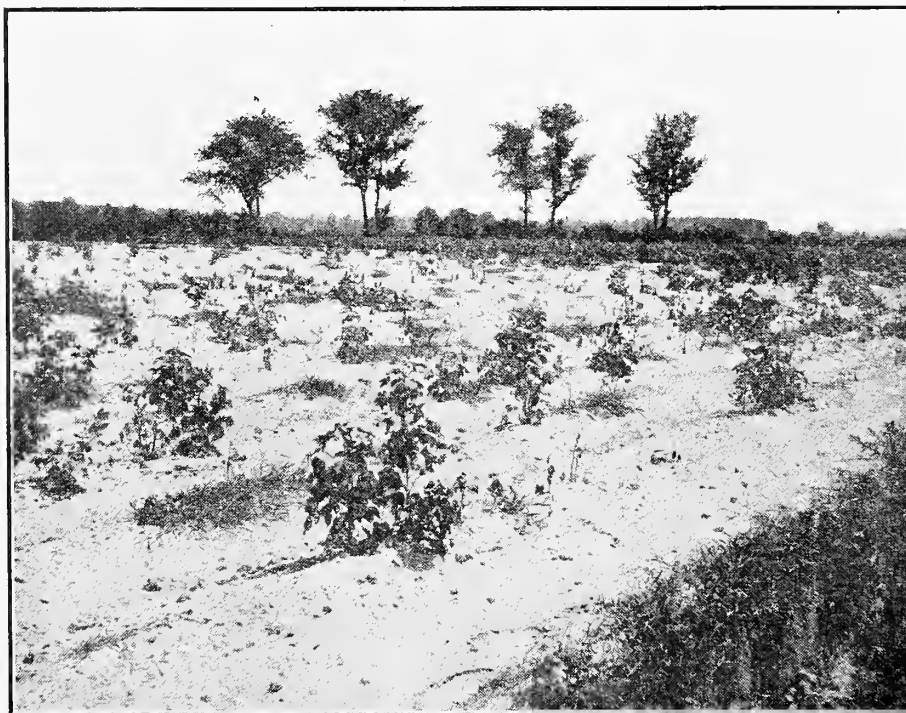
and still better strain as Coker's Clewilt (see page 27). We are pleased to state further that we have many strains coming from both 884 and Cleveland 5 in increase, and many more that will be in increase in 1931 that are as productive as the best non-resistant strains of these excellent cottons, and appear to be more wilt resistant than the best strains of Dixie and Super Seven.

Caution

There is a great need for more fundamental research in the wilt disease of cotton. We have all taken too much for granted, assuming that all wilt was caused by *Fusarium Vasinfectum*.

Another complicating factor is the Nematode, a little worm which feeds and breeds on the roots of various plants, causing enlargements called root knot. The Nematode is commonly associated with the wilt fungus and plants attacked by the Nematode succumb much more easily to wilt. *No cotton known will stand 100% on soils heavily infested with both organisms.*

We have noted further that all wilt resistant cottons do not hold up equally well when tested on wilt soils in different sections of the Coastal Plains. This indicates that we might have different biologic forms of *Fusarium* wilt, the same as we have in oat smuts and wheat rusts.



Non-resistant cotton growing on soil heavily infested with cotton wilt organism (*Fusarium Vasinfectum*). Resistant varieties are bred by selection and continuous planting on wilt soils of such plants as one in central foreground.

Coker's Pedigreed Clevevilt

STRAIN 1

"A Productive, Full 1 1/16" Wilt Resistant Cleveland Cotton"

Farmers! if cotton wilt has been taking a yearly toll of your cotton crop and cutting your hard-earned profits in half, or doubling your losses, you will find that this new Wilt Resistant Cleveland Cotton will go a long way toward solving your problems.

A Typical Cleveland

Our pedigreed Clevevilt Strain 1 is descended from our popular variety, Cleveland 884, which has been very widely planted over large areas of the Eastern Cotton Belt. For the past NINE years our plant Breeding Department has worked toward the development of a satisfactory wilt resistant Cleveland cotton, and at last in Clevevilt we have a wilt resistant Cleveland cotton that we can safely recommend.

Heavy Yield—Good Staple

In addition to its high degree of wilt resistance this valuable cotton

combines the important qualities of productiveness, (several of our tenants have picked out a bale to the acre), high lint turnout (37 to 39%) and a good 1-1/16" staple.

Small Weed—Easy To Pick

Clevevilt Strain 1 produces a dwarf type plant except on lands of extreme fertility, has from two to four basal limbs and short fruiting branches. The bolls are of medium size—68 to 72 to the pound. When bolls are mature they open up nicely, making picking easy.

Ten Dollars Per Bale Loss

Many of the wilt resistant cottons now being planted produce a staple of from 3/4 to 7/8", and can only be sold at a discount of from five to ten dollars per bale, or even more. Our Cleveland cottons have proved in repeated tests to be more productive than these short staples, and will

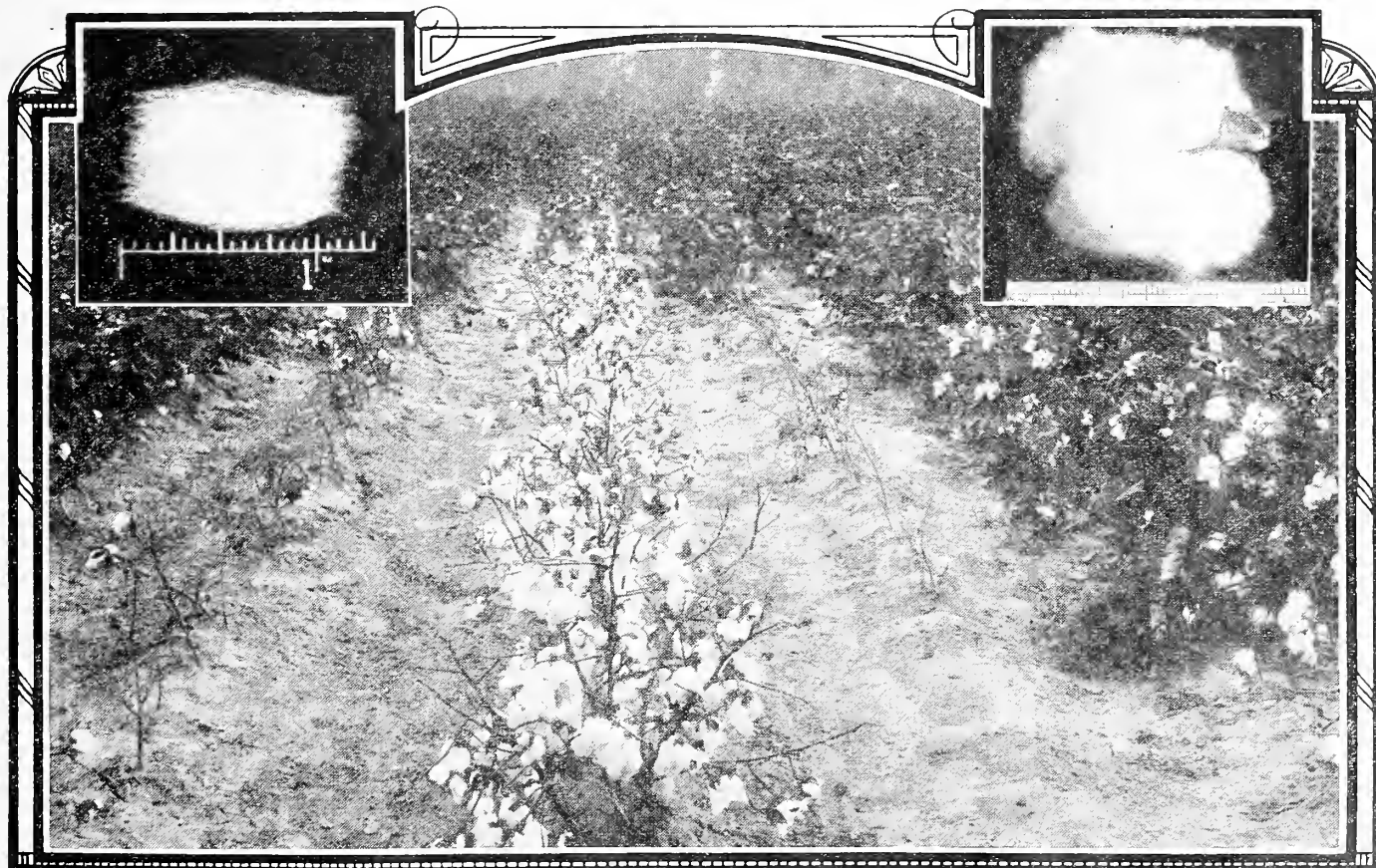
average a full 1 1/16" staple, which commands at least five dollars per bale premium. They afford a high degree of uniformity, a good, hard bodied fiber, and the added profits to be had from re-sale of seed for planting purposes. Ask some of your neighbors who have planted COKER'S PEDIGREED SEED.

Limited Stocks

Inasmuch as many of our customers have watched our development of this cotton with much interest and anticipation, we have already made heavy bookings on our comparatively small seed stocks of this variety. However, as this catalog goes to press, we still have an unbooked reserve.

Prices

Per bag (100 lbs.) \$11.67, 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.



How is this for a comparison? The row of Coker's Clevevilt in the center has produced a crop that would yield a bale to the acre or more, on land badly infested with wilt. The non-resistant varieties on either side represent almost a total loss of labor and fertilizer. All three rows received exactly the same treatment. The insets show the staple (actual size) and the boll (greatly reduced).

Coker's Pedigreed Super-Seven

STRAIN 5

An Early, Highly Productive Wilt Resistant Strain

Even in the face of over-production or destructive crop conditions, many cotton growers are able to produce crops that show a profit. All do not fare equally, and while some lose heavily, others are able to pay expenses and put a little aside for next year's fertilizer. If you have found it difficult to come out ahead, why not study the methods of those growers who have been more fortunate? You will often find that they make it a rule to plant only pedigreed, thoroughly tested seed of a variety adapted to their lands and to prevailing conditions.

In Coker's Pedigreed Super-Seven you can secure at a moderate price seed that will usually yield a good crop of high money value, even on lands badly infested with wilt.

A Money Maker

With the exception of our Cleve-

wilt, we believe that our Super-Seven will earn more net dollars on badly infested wilt land than any other variety that we know of. Strain 5 is our newest strain of this outstanding variety, and has already proven its value to farmers in sandy loam sections where wilt has been the cause of large annual losses.

Says "100% Resistant"

"I want to say without solicitation that the seed purchased from you and distributed by the Georgia State Board of Entomology gave universal satisfaction. The Super-Seven grown on wilt infested areas proved 100% resistant, made a fine yield and stapled 1-1/16 in. easily. All this work was done under my supervision and I think it only just that I make the foregoing statement."

J. C. Maness, Field Agent
Ga. State Board of Entomology.

Wonderful Contribution

"I have been planting your Super-Seven Wilt Resistant cotton for 3 or 4 years and I consider it the MOST WONDERFUL CONTRIBUTION TO SCIENTIFIC COTTON GROWING YET DEVELOPED. I had land that was practically worthless, now I am producing a bale to the acre."

W. L. McLeod, Itta Bena, Miss.

Characteristics

Plant: vigorous, open type. Bolls: medium. Season: very early. Storm resistance: good. Picking quality: good. Lint 1-1/16" to 1-1/8". Character: the best. Seed: Milling value high.

Prices

Per bag, 100 lbs., \$6.50; 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.



Compare the central row of non-resistant cotton with the Super-Seven growing on both sides. The insets show the staple, actual size, and the boll greatly reduced.

Coker's Pedigreed Lightning Express

STRAIN 7

The Earliest Maturing Wilt Resistant Long Staple Cotton Known

Look around you in your own neighborhood, and you are certain to find that farmers who always have the best "luck" with their crops invariably make it a rule to plant only the highest grade pedigreed seed. They work no harder than their neighbors; they use no more fertilizer; their expense of production is no greater, yet they consistently make more money than those about them.

It has been said that there is very little difference among men, but that little difference is very important. This aphorism might be applied with equal aptness to cotton seed. There is very little difference between the cost of planting an acre of land in ordinary seed, and in planting the same acre in Coker's Pedigreed seed. The difference in the value of the crop, however, may mean the difference between success and failure.

Good For Wilt And Weevil

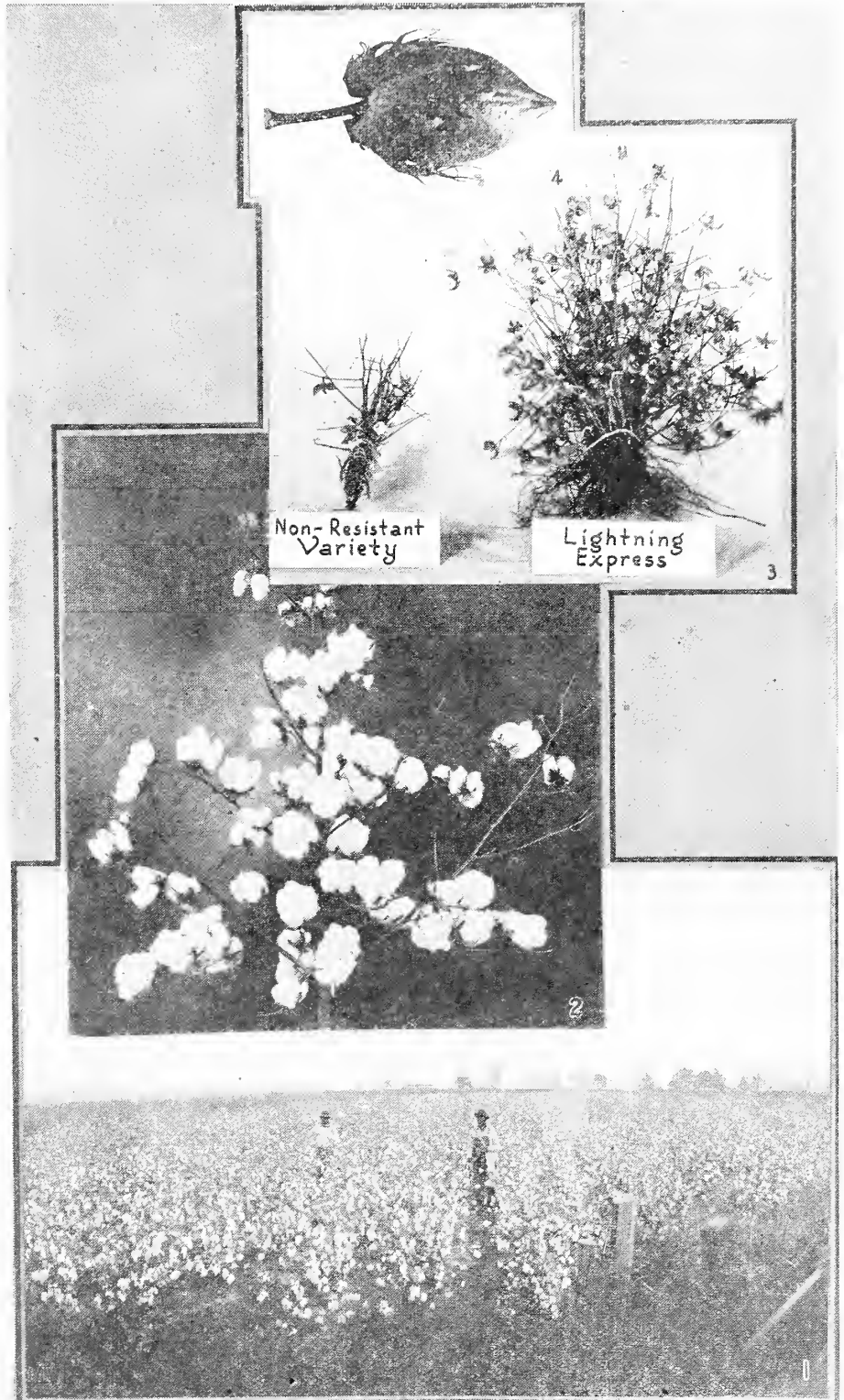
For the past ten years our Pedigreed Strains of Lightning Express have enabled farmers to grow a long staple cotton—on wilt land and under weevil conditions. With the exception of some of our new breeding blocks of Wilds-Super-Seven Hybrids, the Strain 7 of our Lightning Express represents the earliest, most productive, wilt resistant long staple variety that we know of. It is the *best* of a good family of cottons. The extreme open type growth and thin foliage together with its extraordinary earliness and tough hulled bolls combine to make this variety one of the most suitable for planting in sections of heavy weevil damage.

Characteristics

Plant: vigorous, open type, thin foliage. Season: very early. Hull: very fibrous, hardens quickly. Wilt Resistance: excellent. Lint length: 1-3/16" to 1-1/4". Lint percentage: 32 to 34%. Storm resistance: good. Picking quality: excellent. Bolls: medium, 69 to 75 to lb.

Price

Per bag, 100 lbs., \$6.17; 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.



Lightning Express has proved to be a most valuable variety in Mississippi and Arkansas. 1. Field in South Mississippi. 2. Typical plant. 3. It is highly resistant to wilt. Plants from the same length of row in the same field of Lightning Express and a non-resistant variety. 4. Typical boll (greatly reduced).

Coker's Pedigreed Wilds

STRAIN 3

The Best Extra-Long Staple We Have Ever Offered

In the extra long staple class, it would be hard to find any variety which can compare with Coker's Pedigreed Wilds. Since this variety was first offered for sale, growers have been writing us enthusiastic letters expressing their delight with the Wilds strain. It combines to a marked degree, high production of seed cotton, high lint per cent, and unusual length. Its long silky fibre, measuring $1\frac{5}{16}$ " to $1\frac{7}{16}$ " in length, is striking in its uniformity, strength and character. The superiority of Coker's Pedigreed Wilds Strain 3 was convincingly demonstrated in 1929 when a number of our fields produced more than a bale to the acre in spite of 72 inches of rain that year.

Although Coker's Pedigreed Wilds has always been a splendidly successful cotton, the new Strain 3 shows great improvement over former strains. In our long staple variety

test in 1928, it surpassed Wilds No. 1 by $17\frac{1}{2}\%$ in lint yield, and was classed $1/16$ " longer. In the same test it led Wilds No. 2 more than $6\frac{1}{2}\%$ in lint yield, and stapled the same. In 1929 it exceeded Wilds No. 2 in both yield and money value.

From Satisfied Customers

"I bought 5 tons of Wilds seed last January, and it is decidedly the best cotton I have planted in many years. I am saving only Wilds seed for my 1930 crop. I plant about 3,000 acres of cotton."

J. W. Thompson,
Leland, Miss.

"Please give us your lowest price on a ton of Wilds No. 2 cotton planting seed, also on the Wilds No. 1. We have handled a number of bales of this cotton for our customers this

season, and think very highly of it."

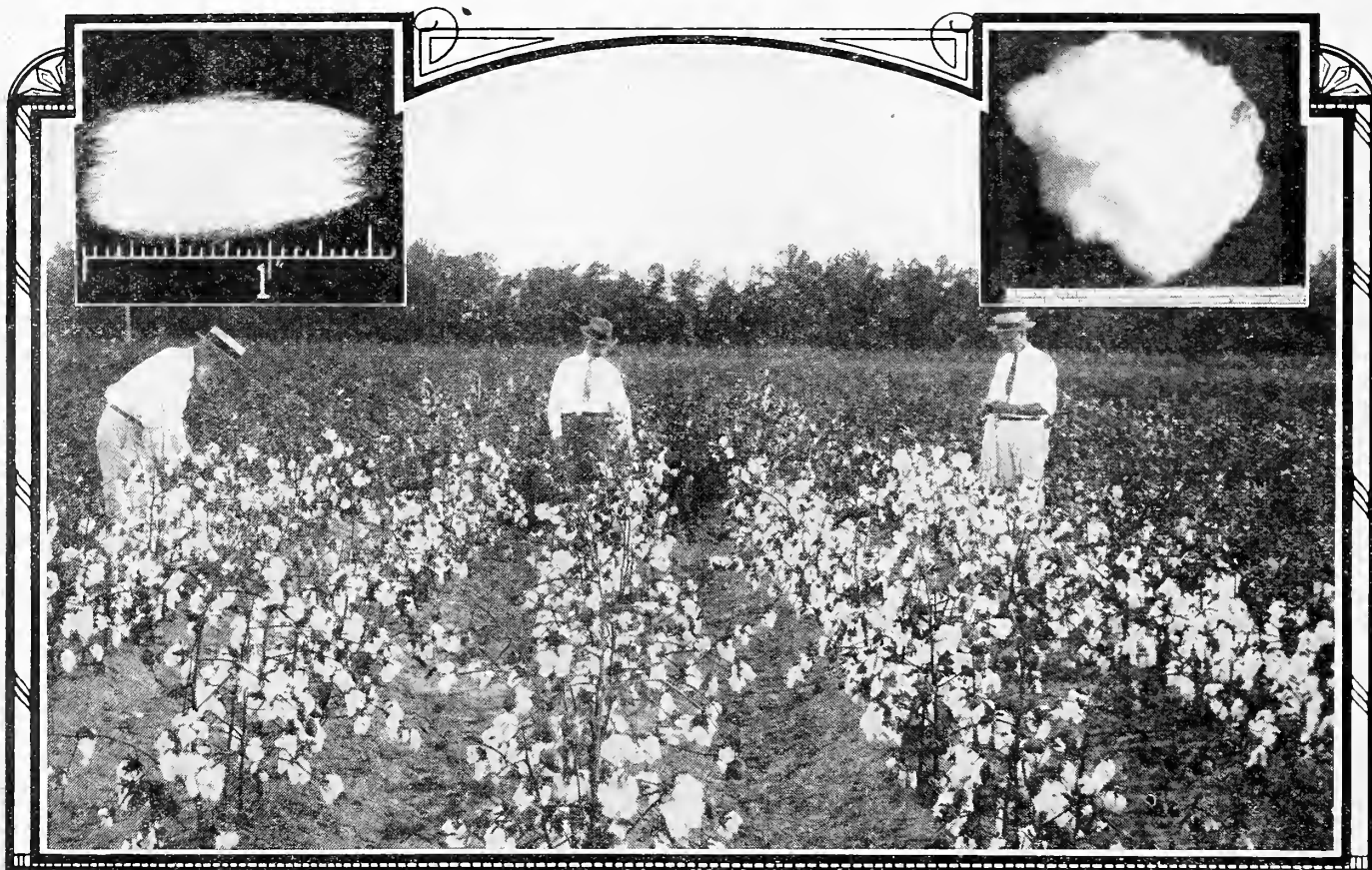
Skipwith Cotton Co.
By, J. H. Woolfolk,
Clarksdale, Miss.

Characteristics

The plant is vigorous and of symmetrical open type. It carries from one to three lateral branches, and many heavily balled fruiting branches of medium length. Bolls are large, ovate, and pointed: Averaging 58 to 62 to the pound. Picking quality unusually good. Storm resistance: excellent. Under average conditions the staple measures $1\frac{5}{16}$ " to $1\frac{3}{8}$ ", longer under ideal conditions. Character excellent. Per cent lint: 33% to 35%. Production: excellent.

Prices

Per bag, 100 lbs., \$10.83; 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.



David R. Coker and his assistants, J. F. Clyburn and G. J. Wilds, director of plant breeding, examining a breeding block of Wilds cotton. Inset shows combed fibre and boll (greatly reduced).

Coker's Pedigreed Wilds

STRAIN 2

A Drought Resistant Cotton With Extra Long Staple

Whatever the variety, all Coker seeds have been developed for just one purpose, greater profits to growers. The Coker industry has pioneered the application of scientific principles to the evolution of better and better types of cotton. The technical information and scientific data which has been accumulated during a quarter of a century of first hand experience in cotton breeding and growing has enabled us to produce a number of splendid varieties of cotton, among which you can surely find one that will produce more profitable yields under your particular conditions of soil and climate. Farmers who are located in sections where a drought-resistant cotton is desirable will find our Pedigreed Wilds Strain 2 to have an unusual capacity for producing a good yield of long staple lint even during seasons when rainfall is very light.

Superior Blood Line

Our Wilds Strain 2 comes from the same blood line as our Wilds Strain 3, described elsewhere in this catalogue. Strain 3 is an improved strain with a somewhat better record, but Strain 2 is a thoroughly dependable cotton that

has given entire satisfaction. It led all long staples in yield and money value at Pee Dee Experiment Station in 1929.

Searched For Ten Years

Sept. 29, 1929

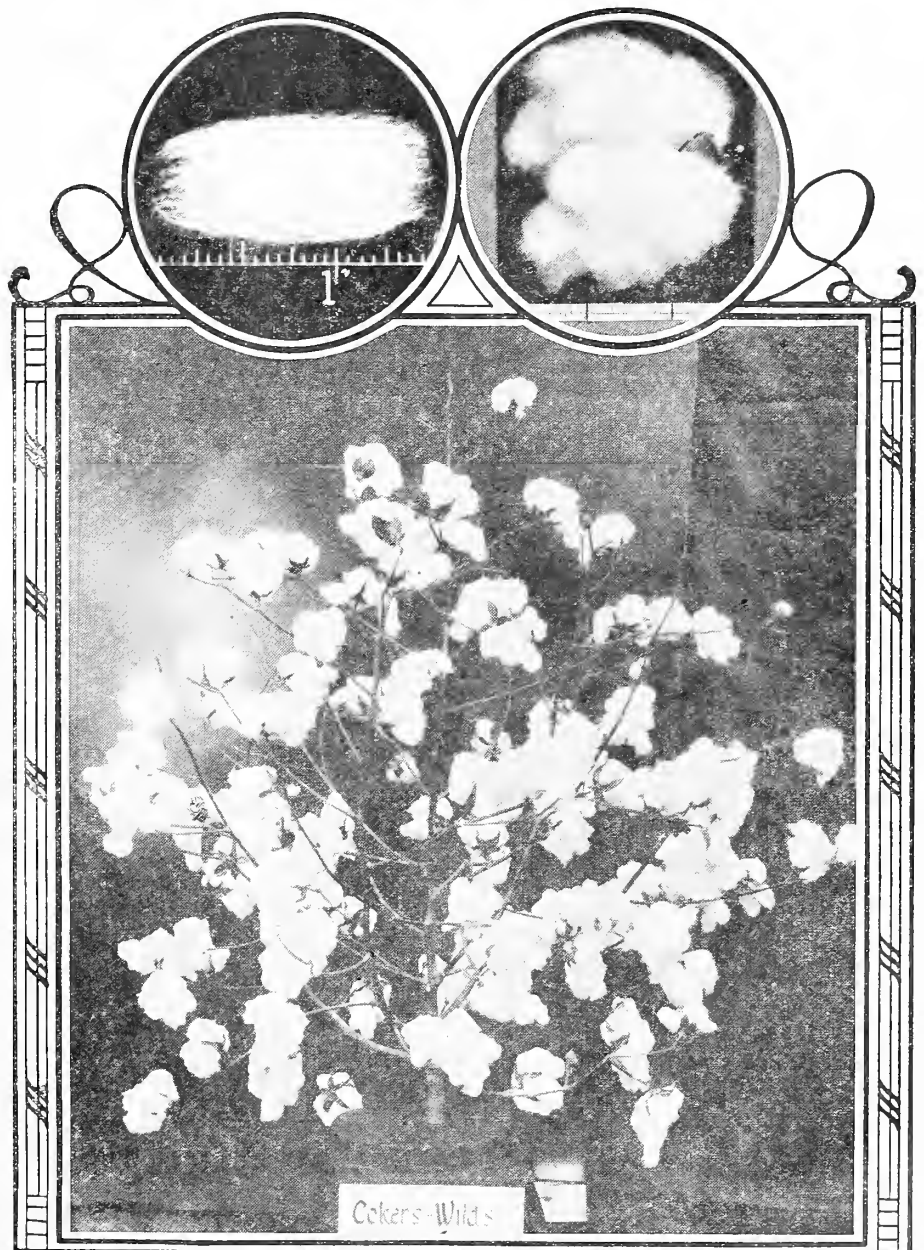
"For ten years I have been looking for a 1 $\frac{1}{4}$ " staple cotton that would produce like short cotton, and I can say this for Wilds (Strain 1). I can also say that my pickers can pick

more Wilds than any cotton I have ever grown; in fact the Wilds is the only cotton I have ever grown that suits me in every way, and I expect to plant my entire crop in it in 1930."

I. H. Boschert,
Duncan, Miss.

Prices

SOLD OUT.



A typical plant of Wilds cotton, combed fibre and boll (reduced).



Governor Gardner of North Carolina Has Said:

"I believe that the use of scrub seeds causes perhaps a greater loss to the farmer than any other single factor in production. The cost of producing a crop is practically the same whether pure bred seeds of high quality or a common run of seeds are used."

Coker's Pedigreed Deltatype Webber

STRAIN 9

Our Earliest and Most Productive Deltatype

Coker's Deltatype Webbers are the best bred long staple cotton in the South. For twenty-four years we have been constantly breeding this variety, and by unremitting care and scientific selection we have produced strain after strain, each an improvement upon former strains in respect to money value per acre. The long years of accurate breeding have enabled us to produce a seed that will grow plants of remarkable uniformity and trueness to type. When you plant our Deltatype Webber you can rely confidently upon results. You will be proud of your fields of vigorous erect plants; all alike; all heavy producers of a splendid quality of lint with a staple length of 1 1/4" to 1 3/8".

New Seed Every Year

The following letter is from a firm which averaged 21.94c per pound on their entire crop of 421 bales of Deltatype cotton—highest

selling for 26c.

"We think it pays to get new seed every year from you, to plant and make enough seed to plant our crop with the next year. We make as much as we can pick with Deltatype Webber. Enclosed find list of our sales for 1929. We want a ton of your latest type and best staple for 1931 planting. We gin our cotton on our own gin and don't gin any other—all of which is Deltatype Webber."

Young & Morrow, Winona, Miss.

Strain 9 A Leader

Although our Webbers have been earning extra profits for growers for nearly a quarter of a century, the new strain Deltatype 9 has proven itself to be more remunerative than any preceding strain. Strain 9 has led Strain 8 by \$12.51 per acre. It has led Strain 7 by \$22.47 per acre, and Strain 6 by \$32.50.

Best in Community

Sept. 28, 1929

"The Deltatype cotton seed I ordered from you last spring made better than any other strain of cotton in my community".

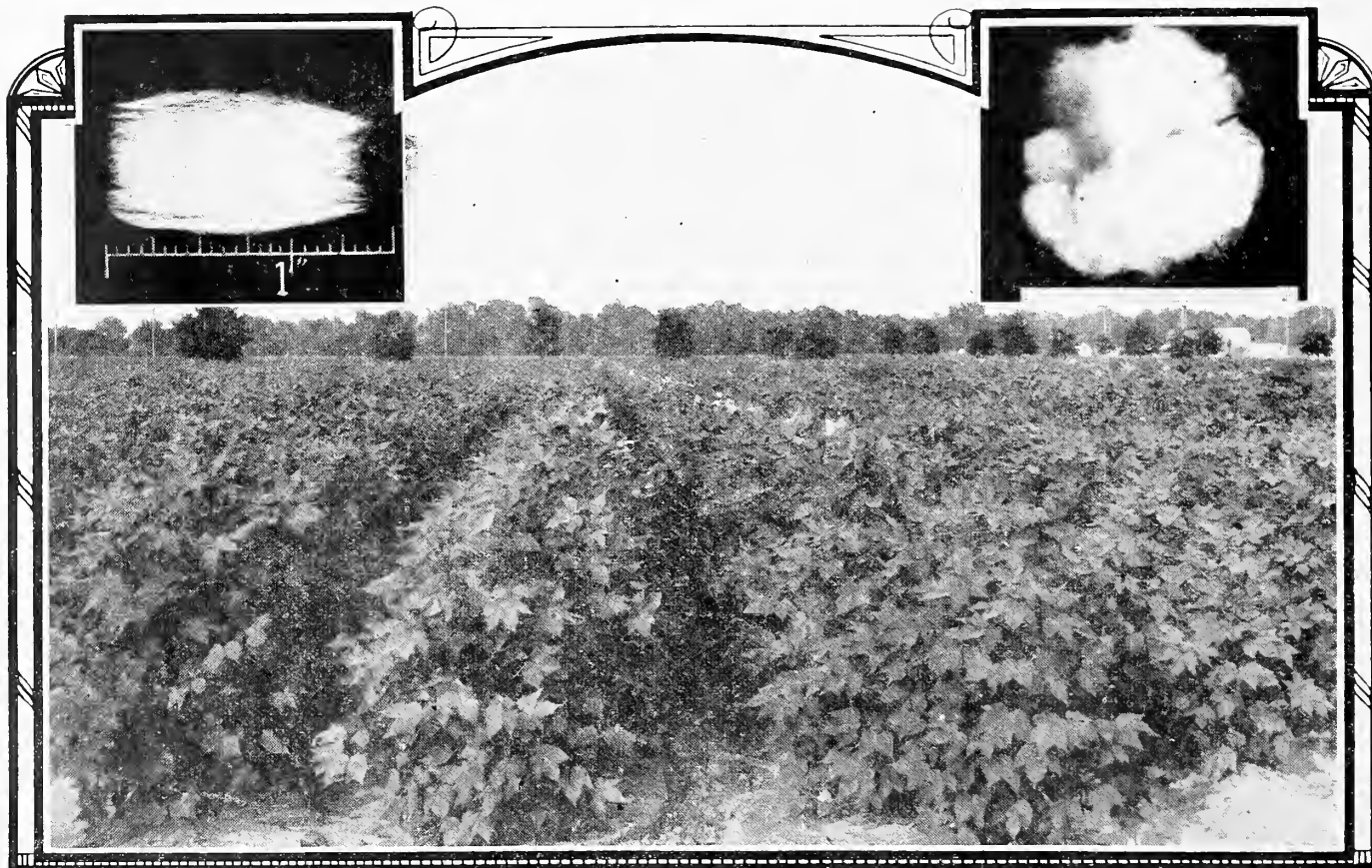
Theo. Wernecke, Rosenberg, Texas.

Characteristics

Deltatype Webber Strain 9 is the earliest and most productive strain that we have yet bred. The plant is vigorous and erect, with 2 to 3 vegetative branches and many medium long fruiting branches. Bolls: 58 to 60 to lb. Picking quality: best of Deltatype. Storm resistance: excellent. Staple: 1 1/4" to 1 3/8". Character: good. Lint percentage: 33 to 34%.

Prices

Per bag, 100 lbs., \$9.50; 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.



It would be hard to find more perfect uniformity than is shown in this field of Deltatype. Note the even height and spread of all plants. The strict conformity of all plants to a standard type means heavy, uniform production; and results from nearly a quarter of a century of constant breeding. Insets show actual length of staple, and boll greatly reduced.

Coker's Pedigreed Deltatype Webber

STRAIN 8

A Productive Strain Of Our Most Highly Bred Long Staple Variety

Our Deltatype Webber Strain 8 produces a staple of $1\frac{1}{4}$ to $1\frac{3}{8}$ " and maximum yields of strong fibered, uniform lint. The old idea that staple length can only be secured at the expense of yield has long ago been refuted by this splendid family of Deltatypes. Although the staple and quality of lint produced by our Deltatype cottons usually demands a high premium, many farmers state that they would plant this variety regardless of the premium because of its dependability and heavy production.

Better Than Former Strains

Deltatype Webber Strain 8 is an improvement on all former strains, and is earlier, more productive and makes better staple than any Deltatype with the exception of our Strain 9, which represents a still further development in the Deltatype family. See opposite page. Several lots of Delta 8 during the past season, sold for as high as 900 points over short cotton.

Characteristics

The plant is of the open growing type with thin foliage. It is erect, prolific, vigorous and drought resistant. Bolls are large, 58 to 60 to lb. The thick, fibrous hulls resist weevil puncture. Opening: excellent. Storm resistance: the best. Lint length: $1\frac{5}{16}$ " to $1\frac{3}{8}$ " under good conditions. Character: excellent. Lint percentage: 32 to 34%. Season: earlier than previous Deltatypes.

Prices

Per bag, 100 lbs., \$7.50; 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.

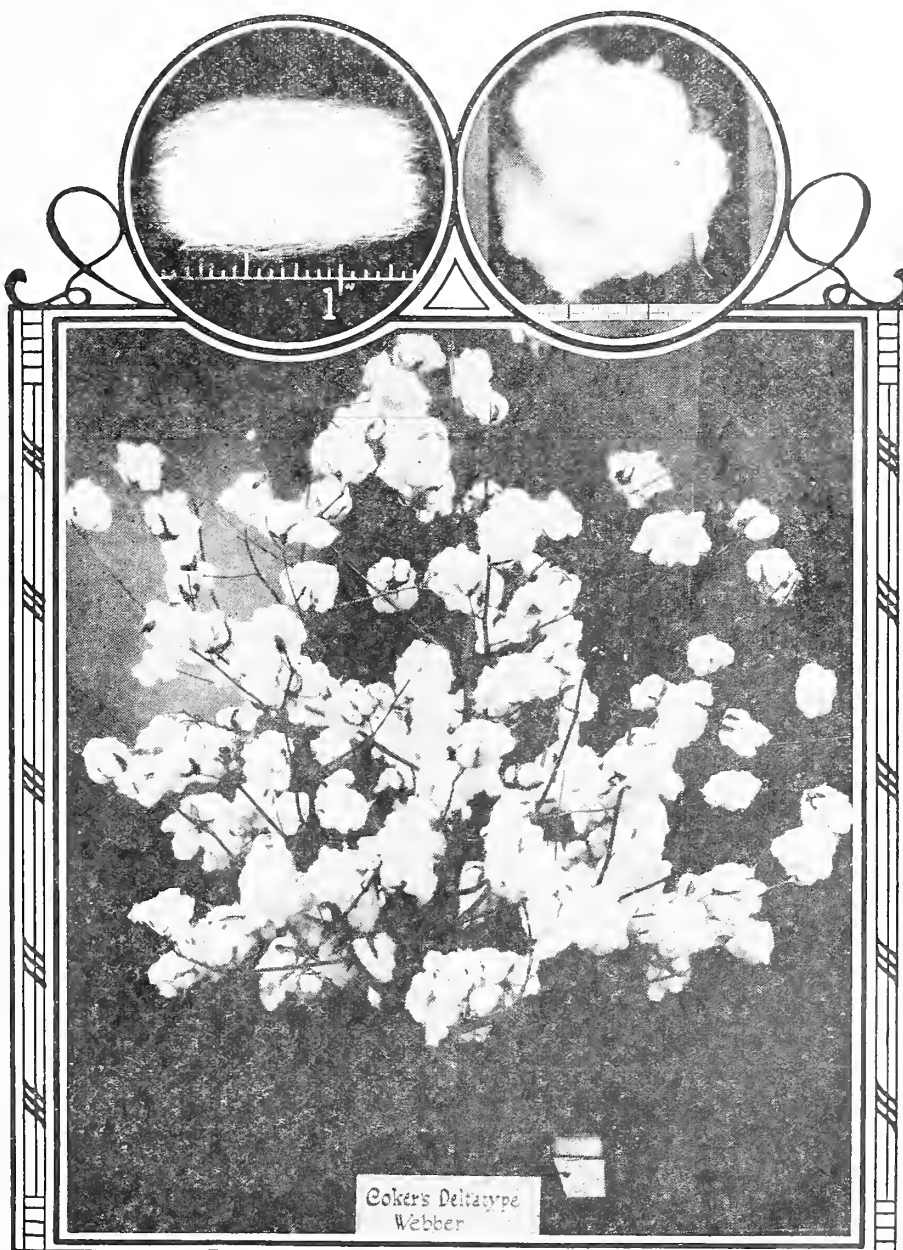
Before planting his cotton acreage, every farmer should set off enough land to produce ample food and feed stuffs for his family and farm. Plant plenty of corn, oats, sweet potatoes, soybeans, cow peas and sorghum. Have a good year-round garden. Then plant some cotton or tobacco but not as much as last year.

Reduce cotton and tobacco acreage, raise better quality and prosper.

The Outlook For Long Staple Cottons

Premiums on the longer stapled cottons have recently ruled rather low. The seven-cent Tariff in operation the past season was not much felt due to a heavy carry-over of staples and to large imports of Egyptians brought in before the bill was passed. We expect better premiums next season on high grade $1\frac{3}{16}$ " to $1\frac{3}{8}$ " cottons as they are not plentiful now and can only be replenished by paying 7c tariff. It seems possible for high grade $1\frac{1}{4}$ " cotton to bring double the short staple price next fall.

No one should plant very long cottons, however, who does not know how to prepare and market them.



Typical Deltatype plant, combed fibre and boll (greatly reduced). This is one of the most productive longer fibred cottons we have ever produced.

Pedigreed Coker-Foster

STRAIN 6

An Extremely Early, Open Type, Thin Foliage Cotton

Our pedigreed Coker-Foster Strain 6 is admirably adapted to planting in soil of high fertility. In such soil, where there is a tendency to grow too much weed at the expense of fruit, this strain will greatly increase the production on account of its thin foliage and dwarf type of growth. This is a thoroughly reliable, safe type of cotton to grow under any conditions. Because of its early maturity, it serves particularly well in sections where boll weevil damage is heavy.

Pedigreed Coker-Foster is from the Delfos variety, and its growing habits, type of plant, and productiveness have made it particularly well adapted to the Great Delta sections of Mississippi and Arkansas. As a result of these qualities, this family of cotton has come to be the most widely used variety in that territory.

Under conditions where Delfos and

Foster have demonstrated their superiority, Pedigreed Coker-Foster-Strain 6 will give the grower a greater profit per acre than any other strain now offered for sale according to results of our this year's tests in which all the leading Mississippi Delfos cottons were included. Our plant breeders, in working with this variety, have succeeded in increasing the length of the staple and the volume of production.

From A Customer

July 18, 1930

"During the 1929 season our production on 2800 acres planted in Coker Foster, Strain 2, produced 2803 bales of cotton averaging 2935 five hundred pound bales.

Our entire acreage this year is devoted to Coker-Foster, Strains Nos. 2 and 4, approximately 3300 acres."

Very truly yours,
ABSTON, CRUMP & WYNNE CO.,
By C. E. Hester, Gen. Mgr.

Wins in Georgia

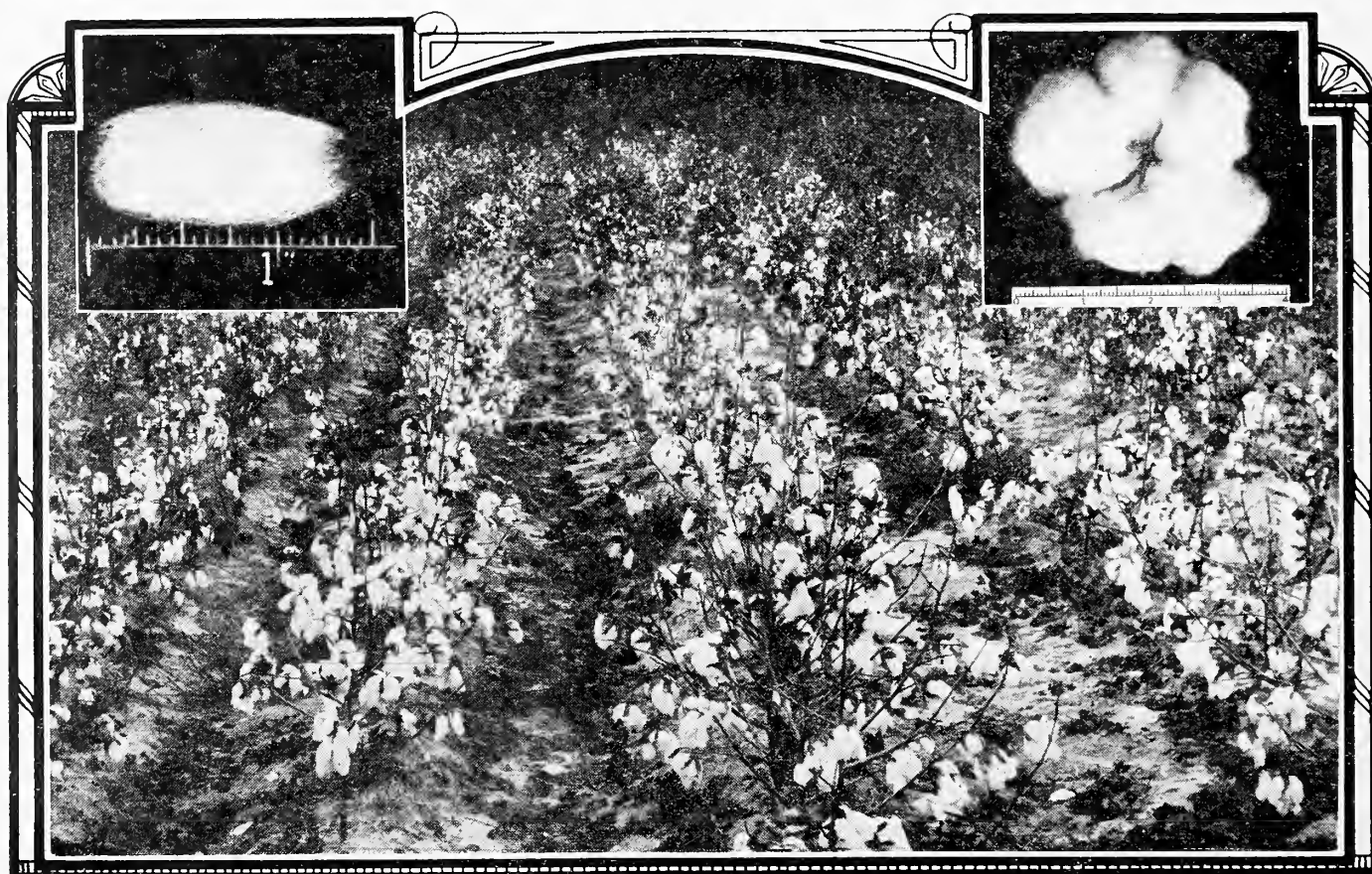
Our Coker-Foster cotton ranked first in money value per acre in the 1928 tests conducted by the Georgia Experiment Stations at Yatesville, at Carnegia, at Experiment, and at Waynesboro.

Characteristics

The plant is very open in type, low spreading, with long slender fruiting branches and small, deeply lobed leaves. It matures very early. Bolls are long ovate, slightly pointed, averaging 68 to 70 per pound. Opening, good, wide and fluffy. Picking quality: good. Staple: 1 3/16" to 1 1/4". Lint per cent: 35% to 36%. Character: very good.

Price

Per bag, 100 lbs., \$8.33; 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.



There's profit to be made in cotton like that shown above. This is a typical field of Coker-Foster. Left insert: an actual size photograph showing fibre from Coker-Foster, Strain 6. Right insert: photograph of open boll, greatly reduced.

Pedigreed Coker-Foster

STRAIN 4

Productive, Early, Thin Foliaged, Inch and Three Sixteenths Staple

One of the greatest of all our aims—one towards which we are all striving—is financial independence. The knowledge that his family is adequately provided for, that he owes no man whom he cannot pay, and that he is putting by a reserve fund for future emergencies, gives to a man a sense of peace and security which makes living worth while. To the cotton grower, financial success depends largely upon the careful choice of the right seed for planting. For more than a quarter of a century Coker's Pedigreed Seeds have been filling such a need, and among the numerous varieties worked with by our Plant Breeders—few have proven to be as profitable and as productive as our Fosters, bred from the popular Mississippi Delfos.

Ideal For Fertile Soil

Pedigreed Coker-Foster Cotton is unexcelled for planting on fertile soil where there is a tendency to produce too much weed. Because of its dwarf type, thin foliage, and open growth, the fertility of the soil can be utilized in the production of bolls rather than stalk.

Good Where Weevil Is Bad

In sections where heavy weevil damage prevails, Coker-Foster will escape with far less injury than heavy foliage varieties of later maturity. Because of its earliness and its thin foliage and open-type — admitting sunlight—this variety will develop an early crop of bolls that have matured past the danger of weevil damage before the weevil can get in his most destructive work.

Good Low-Priced Seed

Our Coker-Foster Strain 4 Seed will produce for you as high money value per acre as any seed of equal price. Strain 4, although not our latest Strain of the Coker-Foster line, presents the striking characteristics of this family. You will find Foster Strain 6 described on the opposite page.

1474 Pounds of Lint

In 1928 a strain of our Coker-Foster cotton won the Arkansas One Acre Contest. 1474 pounds of lint was produced on the winning acre.

This record is even more impressive in view of the fact that Coker-Foster cotton produces under good conditions a staple of 1-3/16" to 1-1/4".

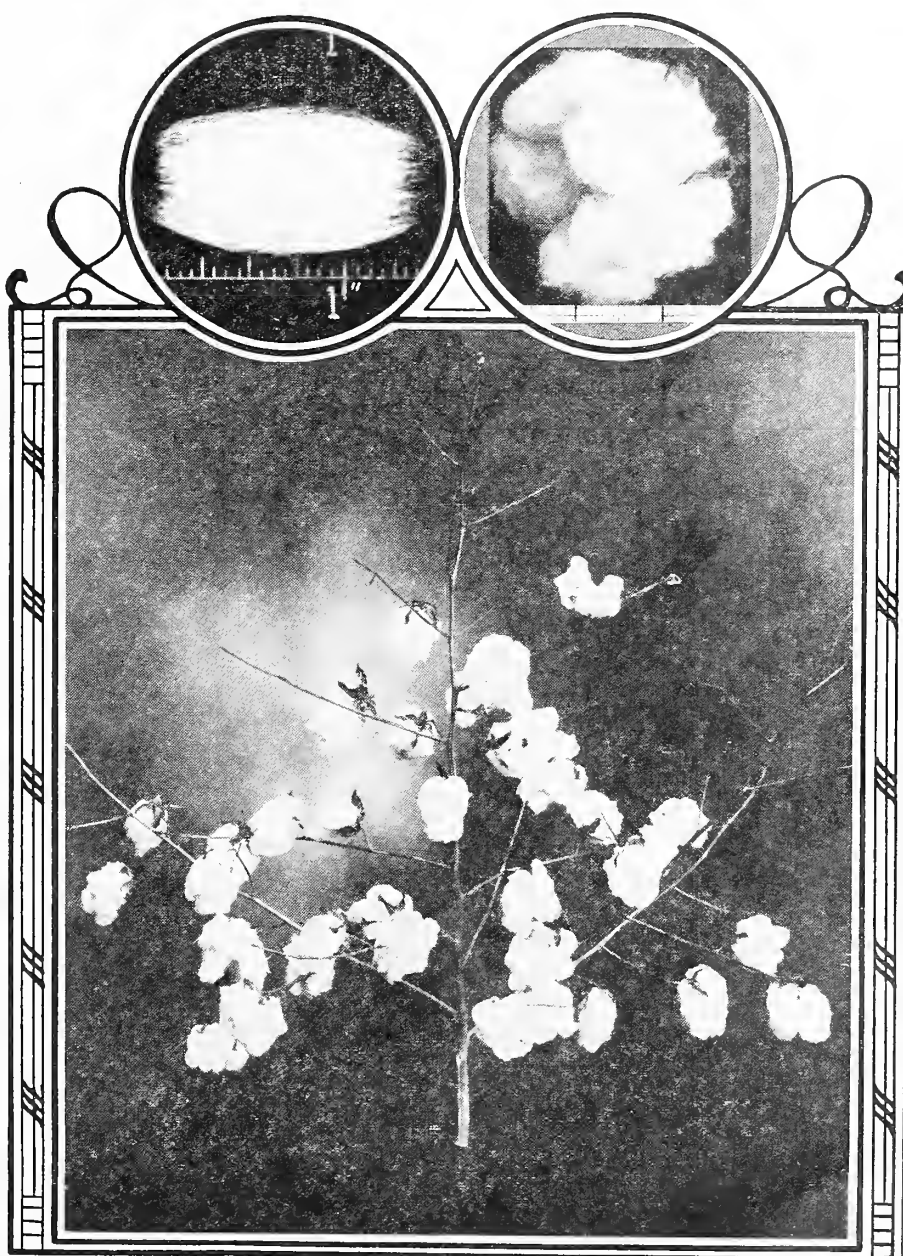
Characteristics

The plant is of medium size, open type. Matures extremely early. Foliage is thin. Staple length: 1-3/16" to 1 1/4". Lint percentages: 35 to

37%. Picking qualities: good. Storm resistance: excellent. Bolls: Medium, 68 to 70 to pound.

Prices

Per bag, 100 lbs.; \$6.17; 50c per bag discount in ton lots, F. O. B. Hartsville, S. C., Atlanta, Ga., or Memphis, Tenn.



Typical field plant, combed fibre and boll (reduced) of Coker-Foster.

Coker's Pedigreed Garrick Corn

STRAIN 8

An Excellent Corn For Seed And Silage

Under ordinary field conditions the Garrick produces a plant 8 to 10 feet tall, vigorous, prolific, two and three ears, usually two per stalk, ears medium large, 12 to 16 rowed with white cob and white, flinty, medium deep grains. The hard flinty nature of the kernel and good shuck covering of the ear renders it comparatively weevil resistant. This together with white cob, white grain and heavy yielding ability, makes it one of the most profitable varieties to grow, both for home use and for milling purposes.

20 Tons Of Silage Per Acre

During 1929, a ten acre field of Garrick corn on our farms produced 200.4 tons of excellent silage and for the past three years our average has been over 18 tons per acre on the entire acreage devoted to silage corn.

Stalk—Blades—Corn

Elkin, N. C.

"At Pinehurst I found they were planting a great acreage to fill three silos and suggested Garrick corn.



Excellent For Silage

Since then I think I am safe in saying that they have used only about half as much land. At Klondike we have never planted anything else and probably never will. On the wall in front of me is a stalk from last years' crop eighteen feet tall with two well developed ears on it and that is what I like about it. You get stalk, blades and corn, too."

Ruohs Pyron, Mgr., Klondike Farm,

Description

Season—Medium to late. Cob—White. Grain—White, flinty, medium deep. Prolificacy—Two and three ears; usually two. Weevil resistance—Excellent. Stalk—Vigorous, growing 8 to 10 feet tall under average field conditions. When well manured on fairly good soil with sufficient rainfall, it will make a growth of from 12 to 18 feet.

Prices

One pk. \$1.50; half bu. \$2.75; one bu. \$5.00. Ten bu. and above \$4.50 per bu., F. O. B., Hartsville, S. C.

OUR SEED CORN HAND SELECTED AND HAND SHELLED

Our seed corn is hand selected and hand shelled.

Not only do we exercise the greatest degree of care in breeding and growing seed corn, but we are just as careful in selecting, nubbing, hand shelling and recleaning, grading and testing. It naturally costs a great deal of money to breed and handle seed corn in this way. The cost of seed per acre however, is relatively small, and we believe that our customers want the best that we are capable of producing. Our seed corn is a product of highest quality and most potent productivity. A small increase in yield per acre is worth many times the cost of the best seed.



Ten-acre field of soy bean hay on Coker's Pedigreed Seed Farms
(Yield of hay—41,672 pounds.)

Coker's Pedigreed Ellis Corn

STRAIN 6

A Productive, Dependable Variety That Gives Good Results On Practically All Types of Soil

Coker's Pedigreed Ellis is the best one and two eared corn that we know of. It is a most dependable variety and you can always count on making a crop with anything like a fair chance. Those who have tried this variety are highly pleased with both the yield and quality.

Leads Kershaw County Contest

"Mrs. Lee West, Route No. 4, Camden, S. C. made the highest yield in the 5-acre corn contest conducted in Kershaw County this year. The 5 acres averaged 86 bushels per acre and she used your Ellis variety which came direct from you. We had 69 contestants in this 5-acre corn contest. This is the largest number in any single county corn contest in South Carolina and I believe, in the United States."

Henry D. Green, County Agent.

Best For Light Soils

Our breeding work with this variety has all been done on our Highland Farm, the soil of which is very poor,

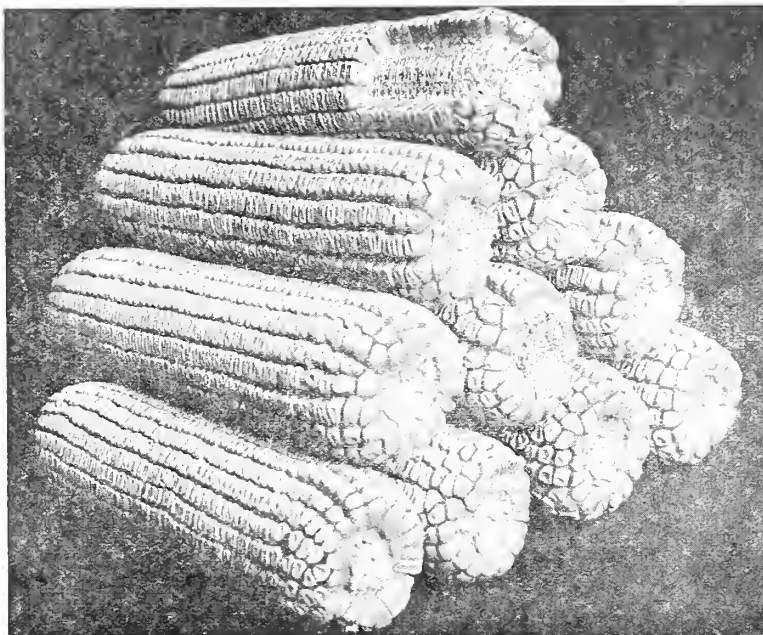
there. While the type and manner of its growth fits it for growing on light soils, yet its yields are equal to the best on our good soils.

Description

The plant is low and stocky, ears set close to the ground and is highly drought resistant. Shanks are short. Ears 7 to 9 inches long and about 2-1/4 in. in diameter; mostly 16 and 18 rowed. Cobs generally white, few red. A dimple dent. Kernels, white or cream colored, deep, hard and flinty. Very weevil resistant. Season—130 to 150 days. Makes beautiful straight rowed ears remarkably free from weevils and rot.

Prices

One peck \$1.50; half bushel \$2.75; one bushel \$5.00; ten bushels and above \$4.50 per bushel. F. O. B., Hartsville, S. C.



Ears of Ellis Corn

coarse, Norfolk sand. On this farm we make 50% higher yields with the Ellis than any other variety tried

Coker's "Black Beauty" Soybean

An Erect Growing, Productive New Variety, Excellent for Hay and Beans

Coker's "Black Beauty" comes from a chance cross of Ootootan and Biloxi and in it are combined the good qualities of both parents. From the Ootootan it gets hairiness of leaf, (which makes it much more resistant to insect damage) and its bright black color. From the Biloxi it inherits the erectness of growth and shatter resistance. From both parents it gets production.

25% More Than Ootootan

"Black Beauty" has proven to be 20 to 25% more productive than the Ootootan and equally as productive

as the Biloxi. In size it is halfway between the two; averaging about 246,000 seed to the bushel.

Five Years Test

We feel that this is a very valuable new variety and we have been testing in every way and increasing it for the past five years. The result of our tests and observations convince us that "Black Beauty" is the best variety of soybeans that we have ever planted. We are harvesting 15 bushels of seed and fully a ton of hay to the acre this year on several fields

planted after oats—some planted the last of June.

Characteristics

This bean makes a very quick, early growth and produces about 50% more seed and hay than the Ootootan when both are planted late. Another most desirable characteristic is its tendency to hold its leaves much longer than either parent which adds greatly to its value as a hay bean.

Prices

Per pk., \$2.25; half bu., \$4.00; bu., \$7.50, F. O. B., Hartsville, S. C.

Coker's Pedigreed Golden Portorican Potatoes

The Highest Yielding, Most Uniform, Best Quality, Prettiest Portorican

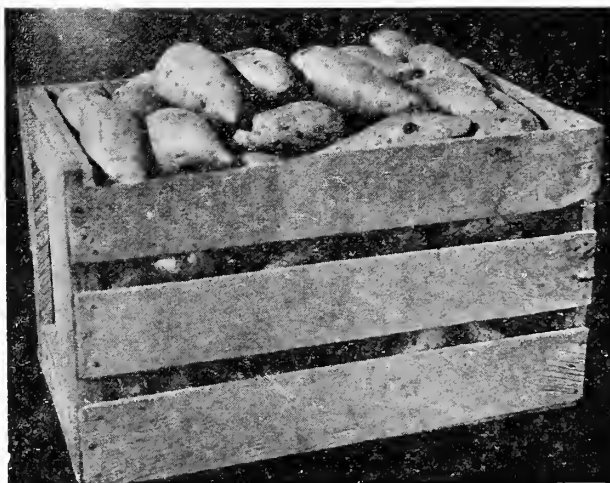
Ten years ago as Mr. Wilds, our Director of Plant Breeding, was checking the results of our Hill-to-Row Test of Portorican Sweet Potatoes, he came upon a strange phenomenon—one that a plant breeder is privileged to see very seldom in a lifetime. He found a single plant which bore two yellow skinned potatoes and three, of the regular purplish Portorico color. Both had rich golden colored meat. We increased the yellow and the purple skinned potatoes from this hill, separately. The yellow proved more productive than any other strain of the Portoricans tested against them and the bright color of the skin was most desirable. They were therefore increased and named "Golden Portorican". They are, in our judgment, superior to any other strain of Portorican on account of their superior yielding capacity, bright attractive color and tendency to produce a high percentage of Number 1 potatoes.

We believe this strain of sweet potato will measurably increase Southern farm profits, especially if grown by the formula of the Extension Service. Get directions as to bedding, planting, distance, grading and curing from your County Agent. He will be glad to show you how to increase your yields.

300 Bu. No. 1's Per Acre

Nov. 25th, 1930.

"It might interest you to know that your Gold Skin Portorican was one



A Crate of Coker's Golden Portoricans

of the highest yielding strains of Portoricans that we had in our test here this year. It made an excellent growth and was very hearty, producing over 300 bushels of No. 1's per acre, not considering the jumbos and No. 2's. The total yield would be over 500 bushels per acre."

Julian C. Miller, Head Hort. Dept.
Louisiana State University.
Baton Rouge, La.

Nicely Packed—Well Cured

Our Golden Portoricans are care- and thoroughly cured.

Only the most uniform, well shaped potatoes of No. 1 grade are offered. They will produce vigorous, healthy plants and maximum yields of excellent potatoes. Golden Portoricans are packed in strong, well made bushel crates.

Prices

Per bushel, \$5.00; 10 bushels or more, \$4.50 per bushel, F. O. B., Hartsville, S. C.

The Sweet Potato

Although the sweet potato is universally known throughout this section and was a staple food of the Indians, I do not believe that the majority of our farmers fully appreciate its possibilities or utilize it as they should. I have before me the report of the South Carolina Sweet Potato Contests of last year. Very large average yields were made and of the one hundred and seventy contestants who handed in complete records only two reported a net loss. The highest yield was six hundred and seventy-two bushels per acre. Do you realize that this is more than twenty tons of a palatable, nutritious and wholesome human food? It is not difficult to raise three hundred bushels of sweet potatoes per acre.



These Potatoes Produced on Same Size Plots Under Identical Conditions in Our Variety Test.

Coker's Pedigreed Mary Washington Asparagus

America's Standard of Perfection

In the short space of SIX YEARS Mary Washington Asparagus has become the most popular and widely planted variety in America. This variety was bred by Mr. J. B. Norton while in the U. S. Department of Agriculture, and prior to his breeding work there were NO pedigreed varieties of asparagus and none that were resistant to rust. The following description of the Mary Washington variety is taken from Circular No. 7, Bureau of Plant Industry, U. S. Department of Agriculture:

"MARY WASHINGTON — The first-generation offspring of A5-11, Mary, pollinated with A7-83 Washington. This progeny lot has the largest seed, and the plants mature so that any one can pick out rows of this strain without difficulty. The shoots are very large on the average; scarcely less high in color than the Martha Washington, very early and prolific. The high branching habit makes it possible to cut unbranched shoots with good tight buds as much as two feet long . . . this strain suffers no appreciable loss under severe rust conditions."

Commercially Introduced By Us

Mary Washington Asparagus was offered to the trade by us in 1923 for the first time as a commercial variety. We have a small field of plants, every one of which is from

a seed of the original female (A5-11, Mary) fertilized by the original male (A7-83, Washington.) **ALL OF OUR CROWNS AND SEED PLANTS ARE GROWN FROM THE SEED OF THIS FIRST GENERATION STOCK.** The stock of seed and roots that we offer are **BETTER EACH YEAR**, although they come from the same original fields as before—because **NATURAL SELECTION IS KILLING OUT THE WEAKER PLANTS** on these fields and you are getting seed only from the vigorous ones with long life.

Cannot Take Chances

Below we quote letter from a valued customer to whom we sold 375 lbs. of seed last season.

"We are planting all of our seed on newly cleared ground, some costing as much as \$30.00 an acre to clear . . . naturally I am trying to keep the expense down as low as possible and if we can save one half to two thirds of the cost of the seed it would help out materially *but* we are agreed that we cannot take chances on not getting the best roots that can be grown. The parties I am corresponding with all have seed or roots from the original Mary Washington plants . . . I am offered seed for as low as 75c per pound but they are in no way satisfactory. The best seed we have samples of is priced at \$1.00 per pound, but in size and weight does not come up to your sample. I am pleased to know that we are to have your seeds and it may interest you to know that I planted 40 of your seed as they ran, put them in a flower pot, gave them

no special care and have 40 up, could not ask better germination than that. This is much better than I got from other seeds."

F. L. Sanford, President,
Gulf Coast Growers, Inc.,
Robertsdale, Ala.

Spread of 24 to 30 Inches

As the photograph shows our No. 1 Pedigreed Mary Washington Crowns make an average spread of 24 to 30 inches and the No. 2's average 18 to 24 inches. These crowns are strong, vigorous and have healthy large buds which will insure a quick start and heavy production of the finest quality.

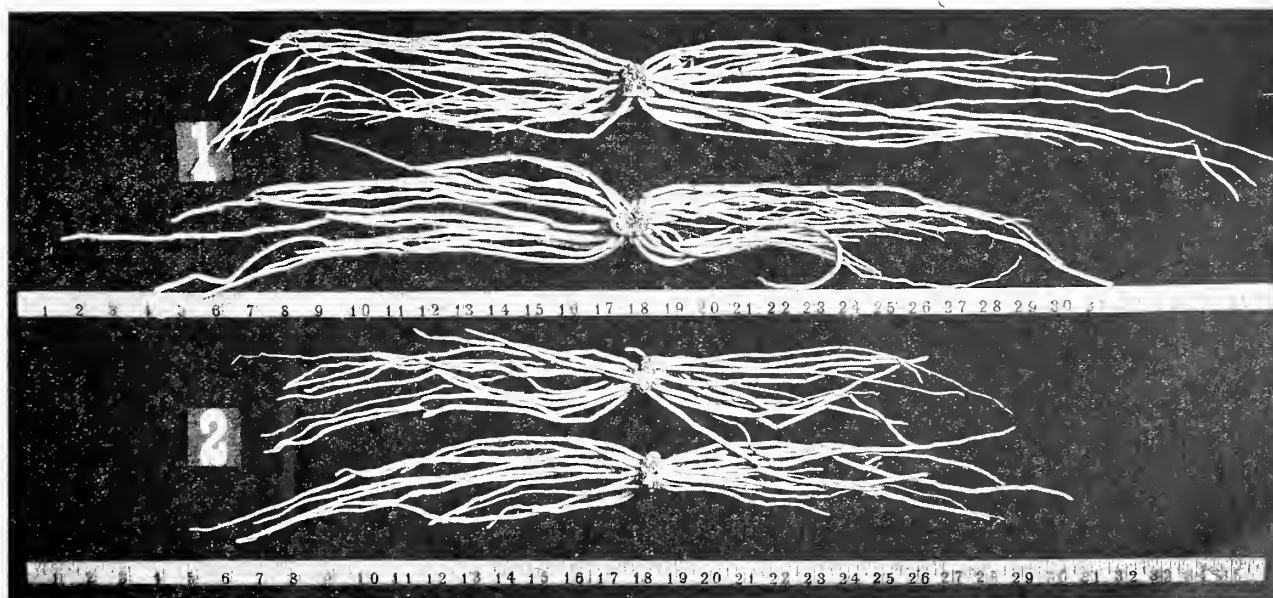
Prices—Crowns

No. 1 Pedigreed Mary Washington Asparagus Crowns not postpaid: 100, \$3.50; 500, \$10.00; 1000 and above, \$15.00 per thousand. No. 2 Pedigreed Mary Washington Asparagus Crowns not postpaid: 100, \$1.75; 500, \$5.00; 1000 and above, \$7.50 per thousand.

Prices—Seed

Prices: Reselected Pedigreed Mary Washington Seed, postpaid, per ounce, 50c; per pound \$5.00; 3 pounds, \$4.50 per pound; 5 pounds and above, \$4.00 per pound.

Pedigreed Mary Washington Seed, postpaid, per ounce, 25c; per pound, \$2.50; 3 pounds, \$2.25 per pound; 5 pounds and above, \$2.00 per pound.



Note the large healthy buds on these Coker's Pedigreed Mary Washington Asparagus Crowns. The No. 1 Grade has an average spread of 24 to 30 inches. The No. 2 has an average spread of 18 to 24 inches.

Our Tobacco Breeding Work

By David R. Coker

For many years I have known that the tobacco plant was susceptible to great improvement and that very little work is being done to improve its quality and value. I took a trip through the tobacco growing sections of Eastern North Carolina four years ago and it was not until then that I fully realized from the evident irregularity of the type of plant and quality of tobacco observed that the tobacco sections were suffering enormous losses each year because of lack of systematic plant breeding.

The following year we decided to put in a variety test of the thirteen leading varieties of bright leaf cigarette tobacco. As a result of this test we found that all of the so called varieties showed more or less variation in type and quality and tremendous differences in average quality and in yields per acre.

The Jamaica Wrapper and Bonanza proved to be decidedly the best for our conditions of the thirteen varieties tested, and numerous selections were made of individual plants from these and a few from other varieties.

The following year's Variety Test and Plant-To-Row Test confirmed our judgment as to these two varieties, the weight of evidence, however, being in favor of the Jamaica Wrapper. The

Plant-To-Row Test, as we expected, showed wide variation in production and quality of different rows (each of which was, of course, planted from the seed of a separate plant). The test rows contained 200 plants each and were all given identical fertilization, cultivation and treatment.

The best row of Jamaica Wrapper

(J-29) produced at the rate of \$422.70 per acre against \$367.36 for the next highest row and an average of \$338.31 for the entire plot. It is from this row J-29, that our present pedigreed strain of Jamaica Wrapper is descended.

We massed the seed of several of the next best rows and offered them to our customers last season and we have reason to believe that the planting of these seed was largely responsible for the fact that the Hartsville market averaged higher on the opening sales day than nearby markets.

The seed of the one best row (J-29) was saved for our own planting, and we are this season selling this strain, carefully re-cleaned and treated for disease, at a price which, if you will use them, will tax you only 20c per acre.

The color and high money value of this, our first Pedigreed Strain of tobacco, has suggested the name "GOLD DOLLAR", and we are offering it under this name. You, of course, realize that suitable soil, correct fertilizing and expert curing and handling are necessary for the production of tobacco. On the other hand you must use sound, pure seed of a heavy yielding, high quality strain or you cannot hope for the high dollar.



A Stick of "Gold Dollar"—Tobacco of this Quality and Color Sold as High as 75c per lb. this Season

Coker's Gold Dollar—A New Pedigreed Tobacco

We consider that "Gold Dollar" is the *most valuable* strain of bright tobacco for practically all types of tobacco soils—except the stiffest clay lands. Coker's "Gold Dollar" is a selection from the most outstanding individual plant (J-29) in our 1928 test. The Plant-to-Row planted from these seed was valued at \$422.70 per acre from actual prices bid on warehouse floor, led

its parent strain by \$84.39 and its nearest competing Plant-to-Row by \$55.34 per acre.

"Gold Dollar" led both our 1930 Plant-to-Row and Variety Tests in gross weight per acre.

Its leaves are long, rather broad, tapering to a point. Stalk—Medium to tall, leaves well spaced and standing almost opposite each other

admitting sunlight and insuring an even ripening. Weight—very good. Is one of the easiest tobaccos to cure that we have ever planted. "Gold Dollar" has very fine texture—*not boney and coarse* as ordinary Jamaica, and cures better and more uniform color on *both sides of the leaf*. Disease resistance—good. Will give good results on practically all types of tobacco soils.

In addition to "Gold Dollar" we are offering selected seed of other popular Southern varieties: Cash, Bonanza, Clark's Special, Yellow Mammoth and Virginia Bright Leaf.

Our Extensive Oat Breeding Work

By Geo. J. Wilds, Jr.

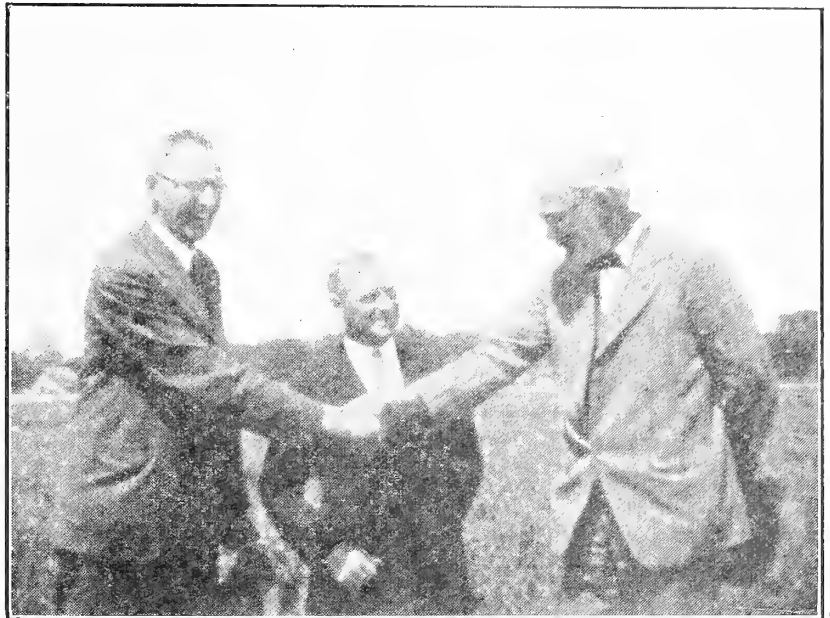


WE bred and introduced the first oats ever bred by scientific methods in the South. Our first work was with the Appler, the initial plant-to-rows being planted in the fall of 1903. Several highly productive uniform strains of this oat were bred and introduced. Later the breeding on Fulghum was started. Our Pedigreed strains of Fulghum have made higher constant field and test records than any oat we know of. The Pedigreed Fulghums so clearly demonstrated their superiority over even the best Pedigreed Appler that the work with Appler was discontinued.

Breeding For Cold Resistance

Winter killing of oats has exacted enormous tolls from our cotton belt farmers. About one year in every three or four a high percent of the fall planted oats have been killed. In many fields the killing has been almost 100 percent.

Realizing this hazard, Mr. Coker told his breeders that we must have high yielding cold resistant oats, adapted to the cotton belt. Such oats as the Virginia Grey Winter, Winter Turf and Culbertson, while cold resistant were not adapted to



Mr. Coker congratulates Mr. Wilds and Mr. Brown, two of our plant breeders, after examining some of the excellent work that they are doing with smut and cold resistant varieties of oats.

our conditions.

In the Spring of 1920, Mr. J. B. Norton, a pioneer in Small Grain Breeding work, formerly a professor of plant breeding at Cornell University and for years with the U. S. D. A., came with our Company. That spring he made numerous crosses of our Fulghum Strains on various types in tests and breeding plots. These

were in fourth generation in 1923. In January of 1924 the thermometer reached $9\frac{1}{2}$ above zero. Many striking strains of these crosses were in tests, Fulghum being planted at regular intervals to serve as a basis for comparison. The Fulghums were winter killed 97% while numerous selections coming from a cross of Fulghum Strain 3 and R-F-3 were



After the winter's toll—The Appler Oats have suffered a loss of approximately 95%, while our Cold-Resistant Nortons have nearly all survived.



End view of a section of our small grain breeding plots. This year we have over 15,000 test rows devoted to this work.

killed only from 10% to 20%. Many of these cold resistant types produced in that year's test over 100 bushels per acre. From this one cross comes a wonderful series of cold resistant productive Norton oats.

The R-F-3 is a dwarf growing, late maturing grey side oat with procumbent habit of growth and short narrow blades. This oat was selected by the writer out of a mixed field of Red Rust Proof Oats in the Spring of 1918. Fulghum Strain No. 3 is typically Fulghum in type, with broad blades, erect habit of growth, open well balanced heads, large grains and early maturity. From a cross of two varieties, with so many characters differing, a great divergence of types would be expected in the offspring. This is true to an almost unbelievable extent. From this one cross we have selected out hundreds of distinct types. Each is highly uniform, cold resistant and productive. We have strains that mature early, medium and late that are adapted to all soil conditions and purposes, all coming from this one cross. Hundreds of new strains are being tested out each year in head-to-rows, plant-to-rows, increase blocks and fields. Those that survive our rigorous 5 year testing are introduced as new

Norton Strains. The recent strains of these oats are proving to be as productive or more so than the best Fulghum and Appler oats and are markedly cold resistant. In our test in 1928, when the minimum temperature was $10\frac{1}{2}$ degrees at Hartsville, Norton winter-killed 1.7%, Fulghum Strain No. 3, 35% and Appler in the same test winter-killed 71.0%. At Clemson College the same year where zero temperature was recorded Fulghum was reported as having been killed 100% and Norton as surviving 100%.

Oat Smut

"Why worry about this disease when it can be so easily controlled by seed treatment either with formaldehyde or Ceresan? Every farmer has or can get this information. There should never be any loss from this disease." We agree most heartily.

Anyone riding through the cotton belt in May of 1928 would have been convinced that in spite of the above statement, oat smut was taking an enormous toll. Many County Agents that year estimated the loss from smut in their counties to be not less than 10%. I made accurate plant counts in one field where I was collecting smut material and found 66% of the plants to be smutted, and

other large field showed over 20% smutted plants.

Breeding For Smut Resistance

In 1923 the writer secured from Mr. T. R. Stanton of U. S. D. A. a few seed of Ferguson's Navarro, a late maturing, low yielding oat but one that is immune to all smuts. In the Spring of 1924 this oat was crossed on our Fulghum Strains 3 and 4. Conditions for field crossing were very adverse and only one seed was secured of each cross.

The increase from these crosses are now in the seventh generation. I have never seen a more wonderful lot of oats. All lines are good but some are most outstanding, with a wide range of maturity and diversity of types, but each uniform within the selection.

Dr. George M. Reed, now of Brooklyn Botanic Gardens, formerly with the U. S. D. A., discovered that in oat smuts there are different Biologic forms the same as is true with wheat rust. For example, Red Rust Proof has its own particular form of smut, which will not effect Fulghum, and Fulghum its own particular form which will not effect Red Rust Proof.

The Navarro Parent was immune to all smuts and the Fulghum parent



Two distinct types of cold-resistant oats. On left is shown a dwarf, heavy headed, grain type Norton. On right, a tall growing Norton—excellent for forage.

was supposedly susceptible to the Fulghum form only. Going on this assumption, we inoculated our selections from these crosses only with the Fulghum form. We had 19 strains in one-fourth acre increase plots in the fall of 1928 that had shown no susceptibility to Fulghum smut in any generation. Seed of each of these strains, also some of our Fulghum Smut material, were sent to Dr. Reed who kindly agreed to test them. His results with the Fulghum Smut checked exactly with ours. But when they were inoculated with Red Rust Proof Smut, 13 of the 19 showed susceptibility, one as high as 90%. The other six showed immunity to all.

He kindly furnished us with an ample supply of this Red Rust Proof Smut. Since then our breeding work for smut resistance has doubled, on one plot only Red Rust Proof Smut is used for inoculation and on the other only Fulghum forms. Any selection that survives must show immunity or high resistance to both forms.

We have this year hundreds of selections in head-to-rows, plant-to-rows and increase, that have been subjected to the severest possible inoculation of both Red Rust Proof and Fulghum Smuts. Seed have been dehulled, moistened and covered with smut spores and these planted at different dates. Smut spores in solution have been injected into the plants at the growing point, and opportunity provided for blossom inoculation.

We have 6 strains, in 5 to 8 acre fields that in our tests have produced more than our best Fulghums. Seed of each has been dehulled and treated with Red Rust Proof smuts collected in 15 different sections of the United States, in addition to our Fulghum Smuts, and they have shown no susceptibility to any.

We have 40 strikingly productive new strains in one-fourth acre plots, that have likewise shown no susceptibility to any smut, in any generation.

We feel absolutely safe in stating that in the near future we will be able to offer to our customers oats adapted to their conditions that will be more productive than the best Fulghum and Appler Strains and that at the same time, will be either immune to all smuts or so highly resistant that any possible loss from smut will be negligible.

Smut and Cold Resistant

In the Spring of 1927 we crossed the Smut immune Navarro on some of our best Norton Cold Resistant Strains. Over 1,000 second generation plants from these crosses were dehulled and divided, one-half of each was treated with Fulghum Smut and planted in one plot, the other half of each was treated with Red Rust Proof Smut and planted in another plot in the fall of 1929.

This fall we have over 100 of the most outstanding of these selections that were immune to both smuts, planted in two variety tests, one

treated with Fulghum Smut and the other with Red Rust Proof. We have 16 rod rows planted from each. We likewise have seed of each planted on the level to subject them to the worst possible winter killing. From this material we expect to get smut immune types that will be at the same time highly cold resistant.

Abruzzi Rye

For 22 years we have been breeding Abruzzi Rye, selecting always for squareness of head, length and diameter of head, size, shape and color of grain. Selecting also for earliness, erectness of growth, width of blade and total production. In brief, for high seed yielding, high grazing value and storm resistance. Many outstanding plants are tested each year in plant-to-rows. The eight to ten most outstanding in yield plus quality, are grouped according to type. Those falling into each group are mixed. These groups are tested against the best Abruzzies and the most outstanding group is increased and offered as a new strain. We have progressed far with this system of breeding. We get outbreeding or crossing but only within good blood lines.

Inbreeding Abruzzi

Since the Spring of 1924, we have been inbreeding hundreds of Abruzzi Strains. The object being to purify types and to eliminate all lines with undesirable characters and to outbreed by crossing those lines that have the best factors. A new strain that we will have to offer in the fall of 1931 is of such origin.



Two Strains of Coker's Fulghum-Navarro Smut Resistant oats. Note difference in storm-resistance which shows that continuous breeding and testing is necessary to combine desirable characters in strains and to eliminate such undesirable characters as shown above in block No. 19.

Rainy Day Profits

Did you know that on just one rainy day you can remove the trash, burrs, black and faulty seed and immature locks of cotton from 100 to 150 bushels of cotton seed with one of our improved 22-B Seed Cleaners? If you work at it steadily you can clean as much as 250 to 300 bushels of wheat, rye or oats or other similar grain in from 10 to 12 hours. By removing trash, undeveloped seed and foreign matter from your planting seed, you can add from 5% to 20% to your yields.

Triple Cleaning

Double screens and air blast carry the seed through three processes of cleaning. The upper and lower screens sift out the dirt and all broken or undeveloped seeds. The vertical air blast blows out light weight and rotten seed. Only sound, vigorous seed remain—the kind that produces a good stand of healthy plants.

All Southern Seeds

Coker's Improved and Special Cleaners do effective work with all southern seeds, including Wheat, Oats, Rye, Barley, Cotton Seed, Corn, Sorghum, Millet, Crimson Clover, Burr Clover, Asparagus Seed, Onion Seed, Cain, Kaffir Corn, Milo Maize, Velvet Beans, Navy Beans, Lespedeza, Grass Seed, Alfalfa, Vetch, Rape, Soy Beans.

Model No. 22-B

Coker's "Improved" No. 22-B Clipper Seed Cleaner is the most popular model offered. More "Improved" 22-B Cleaners are sold than all other models combined. This cleaner is highly efficient, and is specially designed for cleaning and grading cotton seed.

Special Features: Large hopper; force feed roller, adjustable to insure even feed of cotton seed; clutch throw-out for feed

roller; double grooves for changing elevation of screen.

Capacity: Cotton seed; 12 bushels per hour. Seed wheat and other grains; 25 bushels per hour. Clover and other fine seed; 15 bushels per hour.

Specifications: 12 screens, 25"x22¼", with each machine. Length of machine; 4 feet, 8 inches. Width; 2 feet, 8 inches. Height; 3 feet, 8 inches. Equipped with both hand crank and six inch power pulley. Speed; 390 R. P. M. Power necessary; one-half H.P. Shipping weight; 275 lbs. Price..\$57.00, F. O. B., Hartsville, S. C.

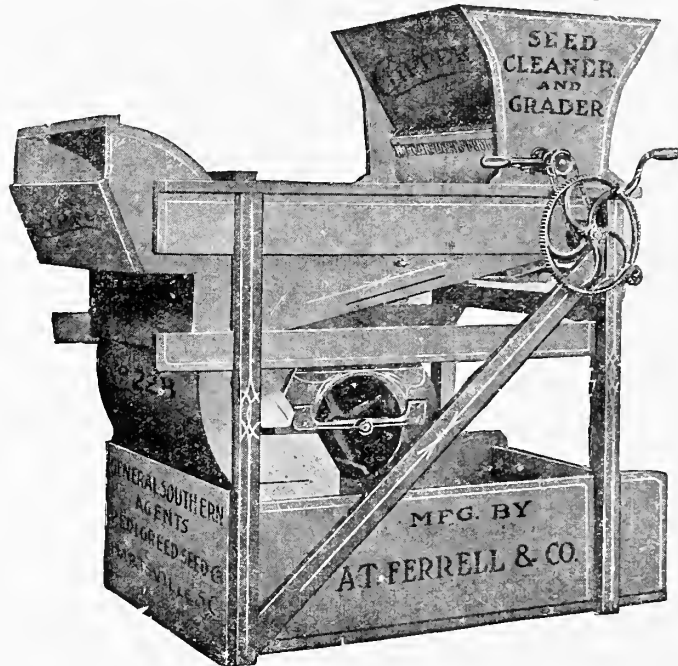
seeds is the same as Model 22-B. Shipping weight; 227 lbs.

Price..\$48.50 F. O. B., Hartsville, S. C.

"Special" No. 1-B

Coker's "Special" No. 1-B Clipper Seed Cleaner differs from No. 2-B only in size and capacity. The screen surface of the No. 1-B is about 130 square inches less than the No. 2-B, and the capacity is about one-third less.

Capacity: Wheat and other grains; 18 bushels per hour. Clover and other fine seed; 10 bushels per hour.



Coker's "Improved" 22-B Clipper Seed Cleaner
The Most Popular Cotton Seed Cleaner on the Market

"Special" No. 2-B

Coker's "Special" No. 2-B Clipper Seed Cleaner is the same machine as the "Improved" 22-B model except that it is not equipped with the special cotton seed hopper, adjustable force feed roller, clutch throw-out and double grooves. For this reason it is not recommended for cotton seed cleaning, but its capacity for all other

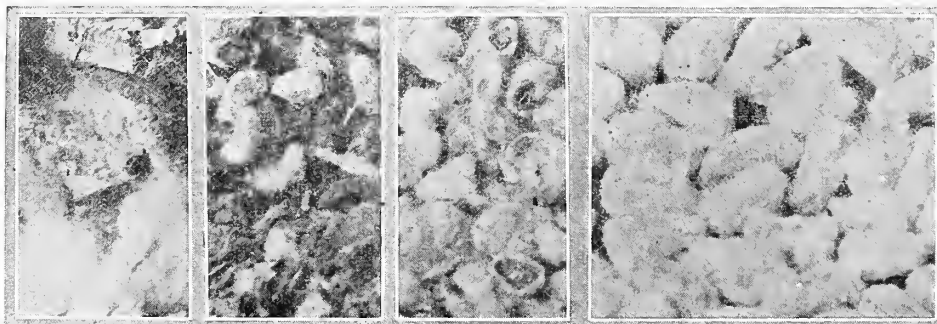
Specifications: 12 screens, 19" x 22¼", furnished with each machine. Length of machine; 4 feet, 8 inches. Width; 2 feet, 2 inches. Height; 3 feet, 8 inches. Furnished with crank for hand power only. Price \$40.00 F. O. B., Hartsville, S. C.

Prompt Service

Coker's "Improved" and "Special" Seed Cleaners can be shipped promptly, as these are always carried in stock at Hartsville. The same prompt service can always be given in furnishing parts and extra screens.

Larger Models

If your requirements call for a cleaner of greater capacity than the models stocked at Hartsville, large Clipper Cleaners can be shipped direct from the factory at Saginaw, Mich., within 10 days after receipt of order. Models can be furnished that will clean as high as 80 bushels of cotton seed, 400 bushels of grain or 175 bushels of beans per hour.



Burrs and Immature Locks Removed by Top Screen.

Black Seed, Small Seed, Dirt and Trash Removed by Bottom Screen.

Light Weight, Immature Seed Removed by Air Blast.

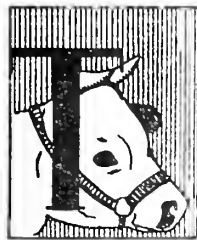
Pure, Sound, Heavy, Vigorous Seed That Will Make Healthy Productive Plants.

COTTON SEED CLEANED AND GRADED ON COKER'S "IMPROVED" CLIPPER SEED CLEANER

Write For Our
Special Bulletin
On
CLIPPER
SEED CLEANERS

An Outstanding Guernsey Herd

Federal Accredited Guernsey Herd No. 40718



THE United States Department of Agriculture says, "There would be a tremendous economic gain to the dairy industry if more herds were replaced by pure breds." This statement applies with special force to the Guernsey breed which are not only heavy producers but whose milk has a delightful and distinctive flavor and a rich yellow color, as well as a high content of butterfat. Dairy men are rapidly learning that their customers will pay a premium for such milk, and this accounts for the rapidly increasing popularity of the Guernsey breed.

Large Volume

In addition to producing milk of unusually high quality, pure bred Guernsey cows are high average producers, are healthy, kind, large bodi-

ed and are well adapted to the Southern States. The records of 20,931 cows and heifers, as compiled by the United States Department of Agriculture, show an average per cow of 9,615.2 pounds of milk and 480.1 pounds of butter fat. In our Guernsey herd we have set a standard that a cow with her first calf must make, or be capable of making, 10,000 pounds of milk and 500 pounds of butter fat. We have some mature cows with records above 800 pounds of butter fat.

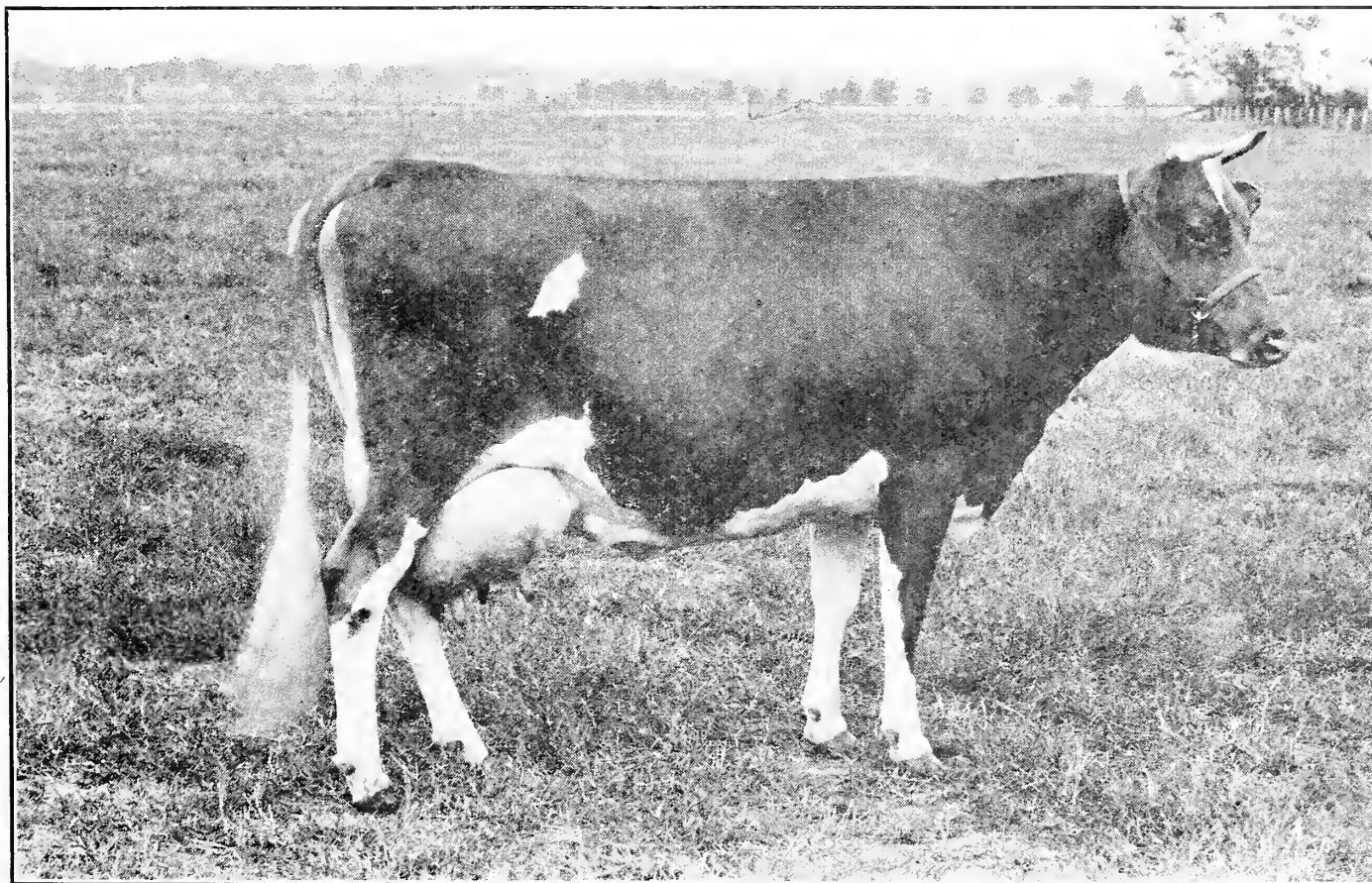
Our Breeding

For many years we fed beef cattle on our farms with the idea of producing manure for use in crop production. After careful consideration, we decided to change from beef cattle to dairy cattle. This was done, chiefly because of the greater economy resulting from the fact that dairy cattle produce a continuous return both in food and fertilizer through-

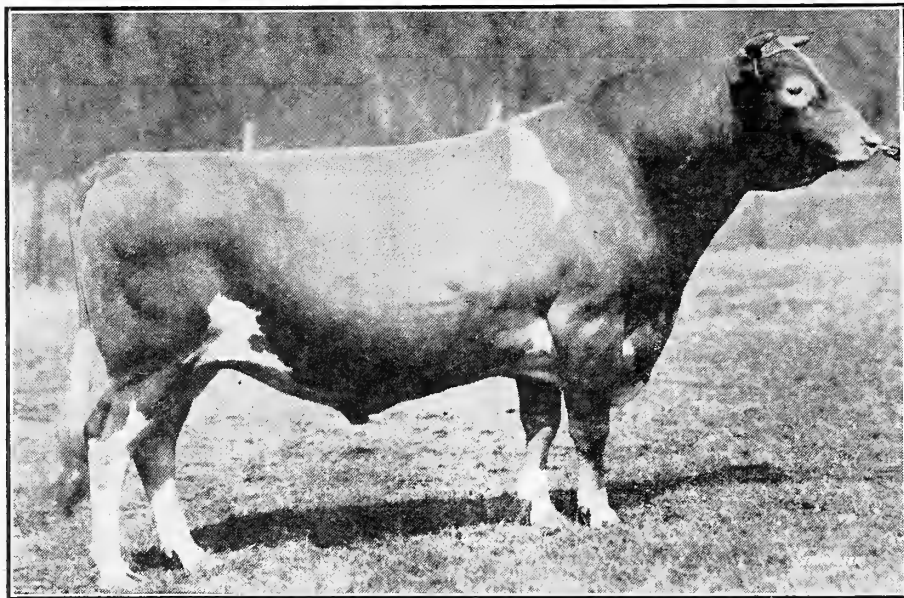
out the year, while the beef cattle feeding extended over a period of only a few months during the winter.

The results secured with these were very encouraging, and led us to investigate the possibilities of purebred stock. Our investigations revealed that much larger profits were being made from purebred cattle, and in 1920 we purchased from the late D. D. Elliott and Robert M. Cooper, Jr., of Wisacky, S. C., six young purebred cows. These proved to be very fine animals. Other exceptionally fine cows were also selected from the best herds of South Carolina.

After collecting a herd of moderate size, our next step was to get in touch with Mr. W. W. Fitzpatrick, who at the time was a representative of the Guernsey Cattle Club, and to seek his assistance and advice in selecting additional animals to make our herd more complete. Upon his



Coker Golden Carnation No. 135458. Record Class CCC. 12387.3 pounds milk, 630.7 pounds butterfat.



Amelia's Rose Gold of Ophir No. 80460. Sold to Mount Hope Farms, Williamstown, Mass., for \$6,000.00.

suggestion, we purchased from the veteran breeder, William H. Gould, of Burkeville, Va., five cows and a bull of Langwater and Golden Secret breeding. From these fine animals and those previously purchased, we soon built up one of the finest herds in the South. The progeny of these splendid animals have been purchased by breeders throughout many of our Southern States to be used in developing herds of similar quality. We make a specialty of furnishing foundation herds, and usually have fine young stock for sale.

A World's Champion

One of our purebred cows, Golden Carnation, formerly held the world's Class CCC record for Guernseys for butterfat produced in one year, and still holds second place. Her production was 630.7 pounds of butterfat in 365 days. We also have other cows in our herd which have been class leaders during their most productive years.

Crops for Grazing and Soiling

On our farms we raise as much green feed as our cattle can use. We generally sow oats in October, and allow the cattle to graze until March. For winter grazing, however, we principally use our Pedigreed Abruzzi Rye.

For summer green feed we plant our "Black Beauty" Soybeans at intervals and cut the crop as needed. For hay we cut them about the 20th of September. In addition to soy-

beans, we feed silage corn, sorghum, amber cane, pearl millet and other green feeds. We plant our Garrick (Strain 8) corn for silage and for the past three years have averaged over 18 tons per acre. By properly timing our planting and harvesting, we have green feed available for our cattle eleven months in the year. We are always glad to lend every possible assistance to our customers in working out plans for feed production which should result in lower costs and extra profits.

Equipment

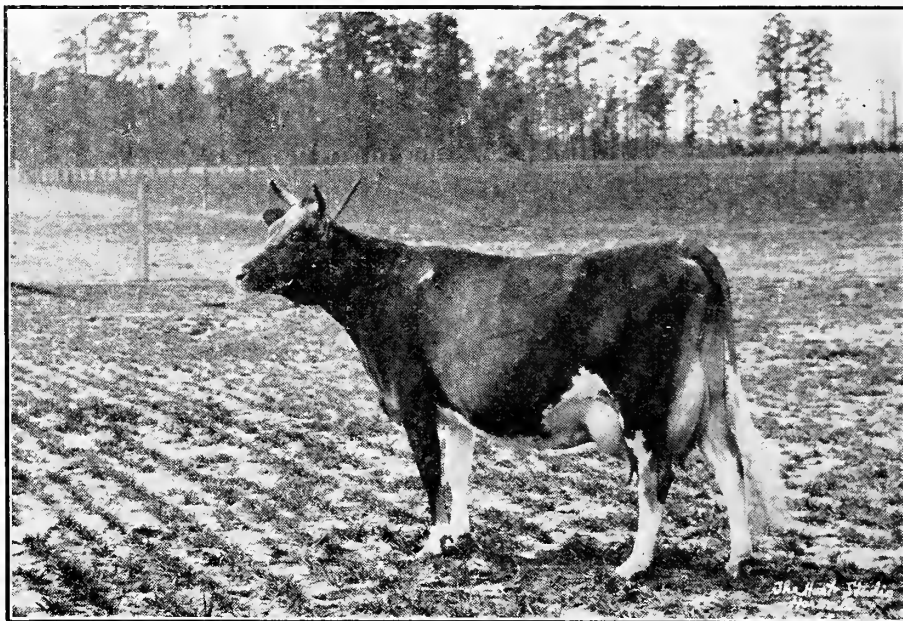
At our Guernsey Dairy Farm we have installed all equipment necessary to the health, comfort and welfare of our cattle and the sanitary protection of the milk, yet this equipment is not very elaborate or expensive. The farm has been sub-divided and fenced in such a way as to use all acreage to best advantage, both for the purpose of pasturage and raising feed crops. Water is furnished in drinking fountains placed in readily available locations about the farm.

We Test Our Cows

We place all our heifers on test after their first calving and test the older cows at intervals. The test records are checked by the American Guernsey Cattle Club and by Clemson Agricultural College (S. C.).

Visitors Welcomed

We will be pleased to have you visit our Dairy at any time and have you inspect our herd. We will also be glad to show interested parties our dairy equipment and discuss dairy problems with them.



Cavalier's Sunbeam of Clover Farm No. 205007. Class G Record: 9413.0 pounds milk, 517.1 pounds butter fat. Class E Record: 10,300.5 pounds milk, 596.7 pounds butter fat. Class B Record: 13,372.2 pounds milk, 773.0 pounds butter fat.

Under Farm Conditions

Although we have now developed one of the most valuable herds of Guernseys in the South, and have installed considerable equipment, we wish to impress every reader with the important fact that our herd was built up under *ordinary farm conditions*—conditions which any farmer of reasonable means can duplicate. The business was begun on a small scale with comparatively little capital investment.

Our success in the fascinating business of establishing a splendid herd of purebred Guernseys has resulted from the unremitting observance of three cardinal principles:

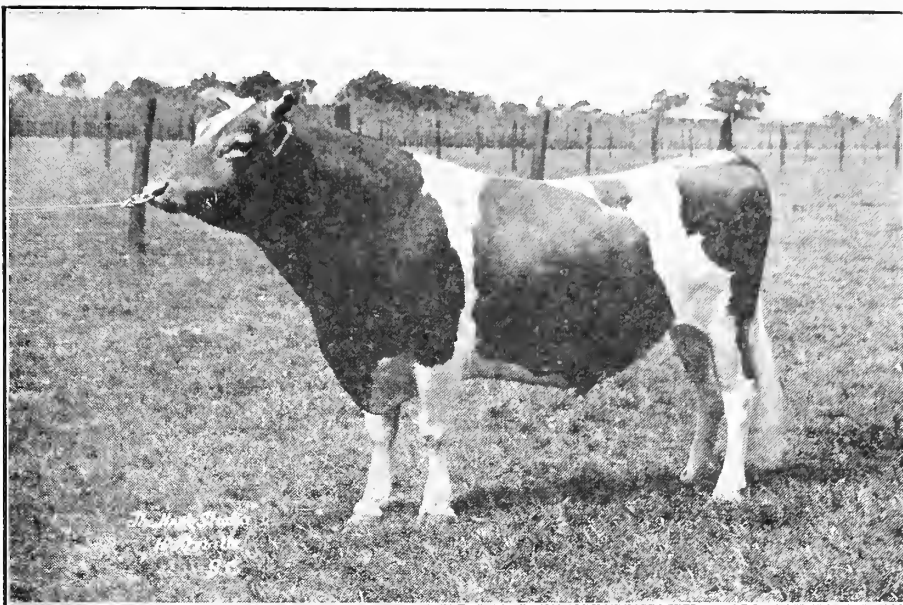
First: We have made our milk profits pay the expense of developing the herd. Second: We have raised plenty of green and dry feed and grain. Third: We have scientifically tested our young stock and bred from high yielding individuals of best dairy type, thus steadily increasing the production and character of the herd. Any farmer, by following these rules and using purebred cattle from high record stock can accomplish similar results. It will be a pleasure to work with interested parties in mapping out a program that should bring in golden profits from Golden Guernsey products.

The South must raise more live-stock if its agriculture is to again become prosperous and we recommend the well bred Guernsey cow as one of the best items in a sound live-stock program.

The Men In Charge Of Our Herd

Mr. J. P. Morris, Lexington, Ky., a cattle breeder of wide experience and reputation, has charge of our herd.

Our test work is in charge of Mr. C. D. Bright, formerly of New York State.



Coker Cavalier No. 111753. Our Senior Herd Sire. Half Brother of Amelia's Rose Gold of Ophir.

We Have For Sale

Pure Bred Guernseys For Foundation Stocks

Right now we have some fine young animals of both sexes.

No better bred stock in the south. Every animal negative to blood tests for contagious abortion. Come and see our herd. We prefer not to sell by correspondence.

COKER'S PEDIGREED SEED CO.

Hartsville, S. C.

Owners Federal Accredited Guernsey Herd No. 40718



Secretary of Agriculture Jardine, Dr. Woods, U. S. D. A., and Mr. Coker inspecting some of our purebreds. An excellent field of Garrick Silage corn forms an appropriate background.

Guarantees and Gentlemen

"The word of a gentleman is his bond". Unfortunately, however, now as in the past the word "gentleman" has been grossly misused and wrongly applied, and it is impossible correctly to judge a man's character and dependability by the family from which he comes or the clothes that he wears. Likewise the integrity of a business firm cannot be determined by their letterheads or office furniture. A good reputation is a priceless possession and cannot be purchased with all the gold in Uncle Sam's Treasury—it comes only as a result of years of honest and helpful dealing with your fellow man. The reputation of Coker's Pedigreed Seed Company for scientific achievement, for dependability, and for the quality and performance of their products has been acquired by many years of honest and neighborly dealing. Our policy has been one of extreme conservatism and a tendency to "lean backwards" rather than to risk the danger of overstating facts in telling of the performance of our seeds. They "stand on their own bottom" and have made us thousands of friends.

Protection For You And For Us

It is only natural that we take every precaution to safeguard our reputa-

tion and the general confidence and good will of our customers towards us that has come from the productivity, uniformity and quality of the crops grown from our seed. First, it is necessary that we protect you from deception. Many unscrupulous seedsmen do not hesitate to copy our trade names, trade marks and literature as closely as the Copyright laws will permit. In order that you may avoid the pitfalls of this unethical practice, we have adopted the plan of sealing each bag of our Pedigreed Seed with an O. K. tag (see cut on this page) which is attached with a metal seal. This O. K. tag is signed in facsimile by our President, Mr. D. R. Coker, and no bag of seed should be accepted as genuine unless it bears this tag and the big Red Heart labeled "Coker's Pedigreed Seed".

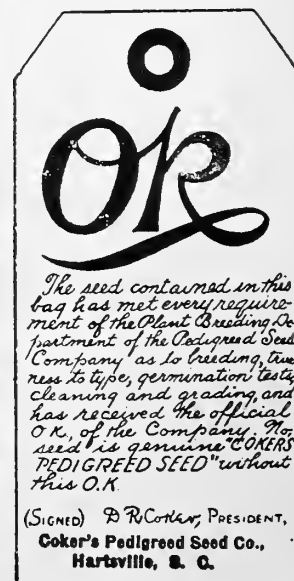
We call especial attention to the

fact that the new strains of our varieties are put out each year under advanced numbers indicating improved new strains of advanced breeding. OUR COMPETITORS OFFERING SEEDS ORIGINATED BY US ARE OF COURSE SELLING STOCKS FROM OUR OLDER STRAINS which do not equal our newer strains in pedigree or performance records, and which, even if raised under the best conditions, have **BEGUN TO DETERIORATE** in some of their characteristics.

Farmers, you are in the hands of the Seedsmen. When buying his products, you must take his word for the genuineness of what is contained in the bags that you purchase. In buying cotton seed, you can open the bag and tell whether or not the seed are well cleaned, and you will get some idea of the relative soundness of them. But from

then on until the crop is gathered, you must go on your faith in the honesty of his statements and in the character and quality of the breeding work that he has done.

It will be mighty comforting when you plant your crop to know that your seed have come from men with lifetime reputations for honorable conduct and scientific integrity.



Look for this bag and both tags.

Business Terms

LOCATION—General Office and Seed Breeding Farms located at Hartsville, Darlington County, South Carolina, on the Atlantic Coast Line and Seaboard Air Line Railways.

VISITORS INVITED—We welcome visitors who are interested in the work we are doing, and, if notified in time, will meet them at the station on arrival. Many visit us each year—many from distant states and foreign countries.

PRICES—Our prices are cash with order. If remittance is not sent with order, it means a delay until we can write and receive the amount. Customers who have established their responsibility may have shipments made with sight draft attached to the bill of lading. We make no special prices or reductions. We believe our seeds are worth what we charge for them, to one the same as another.

REMITTANCE may be made by personal check, bank check, money order, cash or stamps. We are not responsible for your remittance or order until it reaches us.

TEN PERCENT DEPOSIT—On all cotton seed orders booked prior to December 1st for spring shipment we require a ten percent deposit of the total amount of the order to be made on or before December 1st. On orders placed after December 1st, for later shipment, a ten percent deposit is required with order. Customers who have established their responsibility may place their orders for immediate shipment with sight draft attached to bill of lading.

METHOD OF SHIPPING—Small shipments to a distance are usually cheapest by Express or Parcel Post. If you are not sure about cheapest way to have shipment made, send us a sufficient amount to pay charges and we will send cheapest way and return to you any balance after paying charges. Large shipments are always cheapest by freight.

PREPAY STATION—If your station is a prepay freight station, the amount of freight charges must be added to your remittance. Shipments to prepay stations cannot be made order notify.

OUR RESPONSIBILITY—Our seed are all carefully tested for germination and purity before they are sent out. Attached to every bag of seed we ship is a card on which is printed the percent. of germination and purity of that particular lot of seed. (See also paragraph

under the caption, "Our Claims"). However, under no circumstances will we be responsible for the germination of seed after they have been planted as there are many reasons for imperfect germination of planted seeds other than their vitality, and, in no case do we give any warranty, expressed or implied, as to descriptions, quality or productivity of our seed. If customer does not accept seed under these conditions they are to be returned at once.

YOUR RESPONSIBILITY — Examine your seed when you receive them and test them in any way you see fit. If, for any reason, they are not satisfactory, they may be returned to us within ten days after they are received, in the original package, at our expense, and we will refund entire purchase price. Customers must accept all responsibility for seed which have been in their possession more than ten days, as the vitality of any seed may be lessened or killed after leaving our warehouse by subjection to moisture, heat, brine, chemicals, etc. Read carefully conditions stated under the caption "Our Responsibility."

WHEN THE SEED ARRIVE—Our seed are put up in substantial bags and delivered to the railroad in good order. When the seed arrive in bad order, do not accept the shipment or pay the freight until your station agent makes a statement to that effect on your receipted freight bill. Send this freight bill to us and we will make claim and collect it from the railway company for you.

OUR CLAIMS—We make no claims which our seed do not prove; we give the best quality seed that careful and expert breeding can produce; we exercise a personal care in handling our seeds at every point, recleaning and eliminating all except the strong and vital as far as mechanically possible.

YOUR PROTECTION—Our seed are all sent out in bags labeled "Coker's Pedigreed Seed" and bearing our Registered Trade Mark. Each bag also bears the O.K. tag of our President and is officially sealed before leaving our warehouse. No seed is genuine "Coker's Pedigreed Seed" unless it bears our official O.K. under seal and our Registered "Trade Mark." Protect yourself by insisting upon having only seed bearing our official O.K. tag and Registered Trade Mark.

COKER'S PEDIGREED SEED COMPANY

David E. Coker, President
HARTSVILLE, S. C.

A FINAL WORD

Kind Reader:

We hope you have read this pamphlet from cover to cover.

In it we have tried to tell you many things that will help you make money in farming.

It is our contribution to real FARM RELIEF.

We don't believe that much can be done to help the farmer unless he uses the best methods that science and experience have revealed.

Cooperative Marketing can help you little unless you do your part by growing high grade products that are in ready demand.

We hope our long experience in scientific agriculture will be of use to our farmer friends and that they will come to see us often.

With best wishes for better times in 1931.

Your friend,

David R. Coker